

# PRINTERS' INK

Registered U. S. Patent Office  
**A JOURNAL FOR ADVERTISERS**  
185 Madison Avenue, New York City

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NEW YORK, MAY 10, 1928

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B. A. I. S. 1927 with N. W. Ayer & Son

## *The new horizon*

COMMUNICATION between peoples—the interchange of ideas and commodities—is the cornerstone of civilization.

We have come a long way from the ox-cart to the modern motor-car; from the writing tablets of the ancients to radio. And now humanity stands hesitant on the threshold of a new era—the complete acceptance of commercial aviation—winged argosies carrying cargoes of passengers and freight across the invisible frontiers of the skies.

The Ford Motor Company, through their automotive contribution to the world, opened a door of communication that never can be closed. But they are more than a great motor manufactory. They are pioneers and developers of transportation.

Military and stunt flying have shown the sudden expansion of man's capabilities. But also they have tended to delay public confidence in safe, sane, sound flying.

The public consciousness, earth-bound by tradition, education and instinct, must be remoulded. The Ford Motor Company, which is conducting a great laboratory for the practical application of the airplane to industry, has assumed the initiative in this stupendous task. Their medium is the printed word, the most powerful vehicle available for communicating information to the people.

A new industry is being born. And in its birth a new use is being made of advertising. Ford aviation advertising has nothing to sell. Its purpose is to establish the real purpose of air transportation—to adjust America's perspective toward the future of flying.

## N. W. AYER & SON

ADVERTISING HEADQUARTERS, PHILADELPHIA

NEW YORK

BOSTON

CHICAGO

SAN FRANCISCO



**"Dun's book Lists 2,100,000 businesses—only 26,000 have a rating over \$75,000. These 26,000 do 80% of the country's business."**

—Extracted from "Bigger and Better Business," in March "Magazine of Business."

**THOMAS' REGISTER  
PAID SUBSCRIBERS**

- "Over \$10,000,000" class  
More than 850
- "Over \$1,000,000" class  
More than 3000
- "Over \$100,000" class  
More than 8000

Some use one Edition for two or more years.

This is not merely distribution—each of them wanted it, ordered it and paid for it.

Send for A. B. C. report

**THOMAS' REGISTER**  
**A National Guide  
for all Purchasing  
Activities**

Serves executives, Purchasing Departments, Engineering Departments, Laboratories, Foremen, Superintendents and all others having to do with buying or specifying, U. S. and abroad.

Aims at 100% completeness, regardless of advertising, and is not distributed free.



**A. B. C. MEMBER  
PAID CIRCULATION**  
The only one in its field.

**THE BUYERS MASTER KEY  
TO ALL AMERICAN SOURCES OF SUPPLY**

4500 Pages 9x12—\$15.00

Complete—Lists all non-

advertisers as well as advertisers.

THOMAS PUBLISHING COMPANY, 461 Eighth Ave., New York

**"Out of Thomas' Often Means Out of Sight"  
AT THE BUYING MOMENT**

# PRINTERS' INK

Registered U. S. Patent Office

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VOL. CXLIII

NEW YORK, MAY 10, 1928

No. 6

## Dealer Help for the 400 or the 400,000?

It Is Better to Do a Thorough Job with the Few Than a Sloppy Job with the Masses

By James O. Cook, Jr.

Manager, Dealer Service Department, California Fruit Growers Exchange

THERE is no question that the man who most needs the benefits of a manufacturer's merchandising service is the little fellow "way at the bottom of the heap." Nearly every advertiser realizes this, just as he realizes that the consumer living up the back alley or in the less exclusive part of town needs the reason-why kind of publication advertising that appears in magazines, newspapers and other mediums, all of which, even with their combined circulation, reach only a limited portion of all the available population.

How does the fact that Campbell makes good soups reach the little Armenian family living in a tenement over on the East Side? It may be that Campbell is advertising in some Armenian newspaper, or perhaps they saw a Campbell's car card or a poster somewhere, but it is evident that a knowledge of the merits of this manufacturer's products has, in some way, percolated down even to the lower strata of our conglom-

erate population. Some say it works down by imitation, a certain desire to assume the privileges of American citizenship at least so far as the consumption of American products is concerned.

Most manufacturers find that a comparatively small group of their dealers furnish the major share of their annual business. In the grocery field, for example, 25 per cent of the trade does 75 per cent of the business.

The problem that arises in this connection is: Should the manufacturer's dealer service work be aimed at the more active merchants or at the small fry—at the 400 or the 400,000? How Sunkist answers this question is explained in the accompanying article.

where it can do the most good.

But, it will be said, what good is a service department if it can't reach those who most need the service? There is no question that the 400,000 need the service advantages more than the 400. Every manufacturer's experience tells him this, but his experience also tells him that there are some mighty sizable barriers that stand in the way of reaching the "mob" with his service ideas.

Let's first take a look at the

grocery field as representing more retail outlets than any other and also ranking as the largest single division of American retail business. A food item, nationally distributed, has at least 400,000 possible retail outlets—some more. Even if these 400,000 retailers were all together in one spot it would be some task to get all your merchandising ideas around to every one of them. They are not all in one place, by any means, but scattered in every nook and corner of this generous country of ours, many of them in most unheard of spots. And it is generally those in the most outlandish places that need our help the most.

It so happens that in this particular field about 25 per cent of the trade does approximately 75 per cent of the business. This puts a different complexion on the question and makes us ask ourselves, "Well, if 100,000 grocers are doing three-quarters of the business why fool around trying to help the other 300,000 out of the rut?" Yes, why concern ourselves with the 75 per cent, numerically, who do only a quarter of all the possible business? It is evident that a good service contact with one of the 100,000 is worth three contacts with the smaller fry, as the potential of every one of the leading dealers is three times that of one of the little ones.

Approaching this question from another angle, we might ask ourselves, "Why does a small grocer go into business?" There are many answers to this question, but one of the most conclusive is that he has seen some grocer, somewhere, who seemed to be prosperous. He reasoned that if one man could be prosperous in the grocery business there was no reason why he couldn't be—even if he didn't make a howling success out of the project, he could at least live off the stock.

Now, if imitation is one of the principal reasons for the small man to go into the grocery business, it is reasonable to assume that most of his actions, after he gets started in the business, will be motivated by an attempt to imitate someone

more successful than himself in his chosen line of business. Of course, many fall by the wayside and, after vainly trying to "keep up with the Joneses" and after playing a losing game of "follow the leader," give up in dismay and resign themselves to a slow-rot process of elimination. Probably at least half of the 300,000 grocers doing only 25 per cent of the business might come under this head which we can call for want of a better name, "The Abandoned."

A few of these may, by some herculean effort, shake themselves out of the mire and rise up a few rungs on the ladder of modest success. However, the great majority will, sooner or later, be back driving a truck, teaming a plow or resuming whatever occupation was theirs before their sally into the realm of retail merchandising.

The fact that in the retail grocery trade there is a turnover of ownership reaching as high as 25 per cent each year would further bear out these statements. Theoretically the whole 400,000 would be out of business at the end of four years and an entirely new aggregation would be in their places.

Actually this isn't so. About 100,000 of the 400,000 seem to stay in business over an extended period of time. The other 300,000 change pretty regularly every three or four years. So the manufacturer desiring to render merchandising service of some kind to this field has about 100,000 semi-permanent and most productive prospects to work with.

Retailers may be grouped, roughly, into three classifications: Good, medium and poor. The good are few and far between, but although scattered they are not hard to find because they stand out so far above the rest of the field. "Good" dealers are not necessarily the gilt-edged stores on Fifth Avenue. Their value cannot always be determined by the amount of business they do, in dollars and cents, each year. There are many dealers doing \$100,000 a year and better who are not strictly first-class merchants. Certain peculiar circum-

# *Announcing* European Offices

LONDON

PARIS

BERLIN

Equipped to furnish complete advertising service anywhere in Europe; to adapt American ideas to the varying conditions of different countries; to make market surveys and formulate merchandising plans.

For complete information concerning our European organization and methods, consult our Foreign Department, New York.

THE H. K. McCANN COMPANY

*Advertising*

NEW YORK

SAN FRANCISCO

MONTREAL

CHICAGO

LOS ANGELES

TORONTO

CLEVELAND

SEATTLE

DENVER

LONDON    PARIS    BERLIN

stances tend to keep them in business, but they are not the real top-notchers.

The good, first-class merchant is the fellow who is alive to his job. He is alert to every possibility that may help him increase his business. He welcomes service and advertising assistance from manufacturers and jobbers. He may be doing business in a tent or in a marble-faced building, but no matter where he is, he is obviously and outstandingly a headliner in his chosen profession. He studies his business and he knows where he is going. He sets the pace and he realizes it. Ask anybody who he is and they can tell you.

#### OTHER CLASSES

The others are not so easy to determine because they overlap each other to some extent. There are second-class, "medium" dealers moving up into the upper class all the time, but there are many of them sagging down into the third-class. A few—a very few—of the third-class merchants move up into the second class. These poor fellows have nowhere to go when they fall by the wayside except out of business, and this they do, in droves, every year. Theoretically, you are talking to an entirely new audience every four years with this class of dealer.

The good dealers, then, represent about 25 per cent of the total. The medium, or second class, merchants take up, on the average, about 30 per cent of the total, and the poor or indifferent dealer comprises about 45 per cent of the field. An interesting feature is that this classification of dealers does not exist solely in the foodstuffs line. Careful study will show that the average is about the same in all lines that sell through retailers, except where an exclusive agency proposition may be in effect. So this breaking down of the potential market for dealer service can be used as a measuring stick for nearly any product selling through retailers.

The experience of a prominent jewelry organization which recently started a system of merchandising

service to its retail trade is interesting because it indicates that we all labor under this same handicap.

This firm, one of the largest manufacturers of sterling silver, has 7,800 retail accounts on its books. The Harvard Bureau of Business Research, which has been conducting a survey of the jewelry trade for the last six or seven years, proved that the turnover of stock in the average retail jewelry store is only one half of one turn per year. This manufacturer realized that the "neck of the bottle" in his case was right at the retailer's counter. His problem, if more business was to be secured, was to get these goods moving.

He was advertising extensively, and, apparently, doing everything he could to place the goods economically in the hands of the retailer. His styles were right up to the minute, the merchandise was an acknowledged leader in the field, but with all these advantages the retailer, harassed with a stock of hundreds of small items, did not seem to be able to give it the proper merchandising push to start it moving freely out of his store.

Accordingly, a survey was made which showed that most of this manufacturer's business came from 200 leading jewelers. The company decided to concentrate on that group, but even that number was a little too big for the purpose in mind, so the number was cut down to 100 leading retailers.

#### THE CONFERENCE PLAN

Perhaps no other business is surrounded with atmosphere as high class as that of the first quality retail jewelry store. This manufacturer was faced with a very delicate situation when he attempted to go to any of these accounts and make direct suggestions whereby they could be shown how to become better merchants and to increase their business. In fact, this direct suggestion method had been tried, with dismal results, so the following plan was worked out.

A conference was held in the city where the manufacturer's plant is located. An invitation was extended to this hand-picked group

# "Come Right In We Want to See You!"

90,000 housewives will welcome you cordially when you approach them through

## The House Beautiful

You get front door reception—straight into the living room and heart of the home.

No maid will tell you "She's not in"—Each knows your visit will be one of fascinating, stimulating interest.

HOUSE BEAUTIFUL'S home appeal offers you the highest advertising value for building materials, decoration and furnishing because

### It Is Coupon Tested and Proven!

Circulation 90,000 net paid (ABC)  
rebate backed and guaranteed.

**THE HOUSE BEAUTIFUL  
PUBLISHING CORPORATION**

*A Member of the National Shelter Group*  
**8 ARLINGTON STREET, BOSTON, MASS.**

to attend a course to last four days. This course was laid out somewhat along the lines of a university short-course with the best talent available handling the different subjects. Naturally a lot of acceptances were expected, especially when it was considered that the manufacturer agreed to pay all expenses after the retailer reached plant headquarters. One acceptance was received.

It was decided, then, to send one of the company's executives out personally—to sell the idea to the retail trade. He got thirty-five signed up to come and when the word was passed around to the rest that these thirty-five big fellows were coming, the limit of forty-five was soon exceeded and by the time of the conference the company had let in seventy.

With a representative attendance assured it was up to the manufacturer to put on the very best program possible. He couldn't use his regular staff as many of the attendants were as fully informed on the subject as any of the manufacturer's staff. He got the best authorities procurable on the various subjects that pertain to the operation of a jewelry store. For example, the secretary of the Metropolitan Museum of Art talked on the subject of design, a very important one to the jewelry dealer. Processes of manufacture were covered by recognized authorities. Other courses included advertising and window display, and there was plenty of social entertainment in the evening.

The results were all that the manufacturer had hoped for.

Now, it would seem that with a retail list of only 7,800—and these all jewelry stores of some importance in the community—this manufacturer should have been able to start right out with a complete dealer service campaign to the whole lot of them. He took the wise course, however, of first feeling out his ground, making sure that he was on the right track, and, most important of all, getting the whole-hearted support of those few who were doing the bulk of the business.

The other retailers usually recognize the leadership of the men who are supporting this service campaign and they are anxious to imitate when they have been shown that these ideas on better merchandising are successful in a practical way.

#### SOME DEALERS MUST BE SHOWN

The less successful dealer does not readily understand what you have to offer; he is not as keen to grasp the opportunity. If he was he would not long remain a second or third-class dealer. Many of the smaller dealers are suspicious—they have to be shown. If they are not willing to gamble with you and prove to themselves that your merchandising service can build more business for them, the only thing to do is to demonstrate its practicability with some dealer who has their confidence as a leader.

Indirect approach—the setting of an example—is often far better than a frontal attack. In our own business, that of rendering merchandising service to retail distributors of California oranges and lemons, we have proved over and over again, hundreds of times, that the best way to get a new merchandising idea across is first to line up the good dealers who we know are always willing to go to bat with us on any kind of proposition.

For example, one of the most serious difficulties in the merchandising of citrus fruits is the changing size situation. As crops change, sizes change. Navels, rolling in the winter time, may run to large sizes. May comes and with it the summer crop of Valencia oranges, perhaps running to small sizes. The retail trade, generally, is geared up to sell large-sized fruit. It has just got consumers accustomed to paying the larger price per dozen for the big fruit and now, almost overnight, they have just the opposite situation—a lot of small fruit, many more dozen to the box, and a lower price per dozen.

To swing the army of 500,000 retail fruit distributors in the  
(Continued on page 166)

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Read by Four Out of Five Motorists in Greater Milwaukee

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# Speeding Up Automotive Sales

CONTINUED prosperity in 1928 following a 115% increase in passenger car registration here during the past five years is creating new selling opportunity in the rich Milwaukee-Wisconsin market for automotive advertisers.

Consequently they used 16.6% more lineage in The Milwaukee Journal the first three months of 1928 than in the same period of 1927.

And The Journal total of 371,933 lines—which exceeded the combined volume of the other two Milwaukee papers by 115,407 lines represents an increase of 707% in The Journal automotive lineage leadership over both other Milwaukee papers!

Only The Journal—"The Motorists' Newspaper"—is necessary in this market.

**THE MILWAUKEE JOURNAL**  


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The Journal—World's Largest Tour Club—40,000 Members

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# We Meet Baron von Huenefeld, Advertising Director

He Discusses in Their Broader Aspects Some Differences in American and German Advertising

An Interview by Bernard A. Grimes with  
**Baron Ehenfried Guenther von Huenefeld**

"I, TOO, am of the profession of advertising and feel that we have something in common." This statement, broadcast by Baron von Huenefeld to the American advertising profession through the Advertising Club of New York, presents an outstanding personage in one of his lesser known lights.

Although he and his comrades, Captain Hermann Koehl and Major James Fitzmaurice, were strenuously working to fill the many demands on their time, it is characteristic of Baron von Huenefeld that half an hour after an interview was requested for his more detailed views on advertising, the interview was under way. Baron von Huenefeld speaks correct English and, for the greater part, what follows is stated in his own words. However, when pressed by thoughts that demand quick expression, he finds greater fluency in his native German. On these occasions, J. Schroeder, manager of the New York office of the North German Lloyd, acted as interpreter.

"Advertising is not taken so seriously in Germany as in the United States," was Baron von Huenefeld's opening statement. "For that reason, American advertising is far superior to that of Germany, for Americans are an advertising people. It is much more personal in its direct appeal

to the individual. Your advertising sets out to convince the individual that it is absolutely necessary to buy the advertised product. He is practically forced to buy it.

"There rests the big difference between American and European advertising," he continued, "especially that of Germany. We must make of advertising in Germany something artistic; while in America, you use big and simpler methods. This is very good for such a large country whose people are not so bound to conventionality as Old World countries. Such advanced methods are impossible of satisfactory results in Germany. That is because our people have more time for reflection. They are

not so hurried as Americans. Germans are very critical and so we cannot use the 'you must have' tone; they prefer the artistic style."

It is Baron von Huenefeld's opinion that it is impracticable to stress the personal tone in advertising to Germans, or other Europeans.

"On our side of the ocean," he explained, "there are things we do which would not be successful here because they are not simple enough to be immediately comprehensible to Americans who are always in a hurry. I observe that American advertisers tell their story in a big way. We use and must use detail. Another thing, in Germany

# Harper's Bazar

The magazine of  
fashion merchandise  
for the manufacturer  
who makes it, the  
store that sells it, and the  
woman who wears it.

International Magazine Building  
Fifty-seventh St. at Eighth Avenue

people are much afraid of things advertised. They believe that things that must be advertised cannot be good. How opposite is the public conception in America! Here your advertisers spend millions and the public is not suspicious. It realizes that their products must be good to justify such faith in spending money."

Because of this suspicion of advertising, probably comparable to the early patent medicine era of American advertising history, Baron von Huenefeld explained that successful advertising in Germany must be indirect. Subtlety is expedient so that a reader will not be too conscious of advertising influence.

To a German, it was stated, it is far more effective if, for example, an author of reputation mentions in his novel or short story that one of his characters used such-and-such a product.

"When I was not in advertising," said Baron von Huenefeld, "I had a good friend, Dr. Vossberg, a dramatist. He was the author of a play, a comedy.

"This play was concerned with nice society. In it, a young man proposed a toast with a certain brand of champagne. Next day, Dr. Vossberg received a big basketful of bottles of this champagne with a letter from the maker thanking the puzzled dramatist for the excellent advertising."

This unploted incident, happening some fifteen years ago, Baron von Huenefeld believes was the beginning in Germany of this method of gaining publicity.

While American advertisers may profit from studying the artistic side of German advertising, especially in the development of modern art, it is Baron von Huenefeld's opinion that Germans have as much to profit from a study of American printing and production methods. These, he said, are superior and his opinion had to do especially with arrangement and layout.

The multiplicity of advertising signs on New York's White Way was referred to by Baron von Huenefeld to illustrate how quickly

advertising messages are given to the American public as compared with Germany. "It is wonderful," he said, "that you can see so many signs and have every advertisement reach into your brain. In Europe there is good use made of such advertising, but it is all so arranged that you cannot read it quickly. Broadway is very good for an example—so many advertisements but you can read every one.

"I have a very good friend, a man in Germany who, in my opinion, is one of the greatest advertising specialists in posters. He is Ludwig Roselius, who makes Sanka. Every year he comes to America for several months and learns very much. This transportation of American ideas has worked out well."

Baron von Huenefeld referred to the sharp line of distinction drawn between propaganda and advertising in the United States. "In Germany we, too, distinguish between propaganda and advertising," he continued, "yet I say every time that advertising is a part of propaganda. As advertising director of the North German Lloyd, I use both publicity and advertising. It is our custom to call the advertising department the literary department. The two departments are for no other purpose but for propaganda.

"For instance, we are trying to increase travel across the ocean from Germany, not so much through advertising as through publicity. We have a lecturer who travels through Germany exhibiting motion pictures of American and Canadian life and scenes. The audiences must pay to attend these lectures. This is a sample of our use of indirect advertising. We don't speak about transportation but aim to create interest in the New World.

"My opinion is that all advertising is impossible if in the beginning the service or thing you make is bad. Your advertising is as nothing. You cannot help a bad thing with advertising. If what you offer is good, then you can hope to advertise and then is advertising necessary."



## Detroit Department Store Employs 16 Pages In The De- troit News April 27 and Gets 500,000 Patrons Next Day

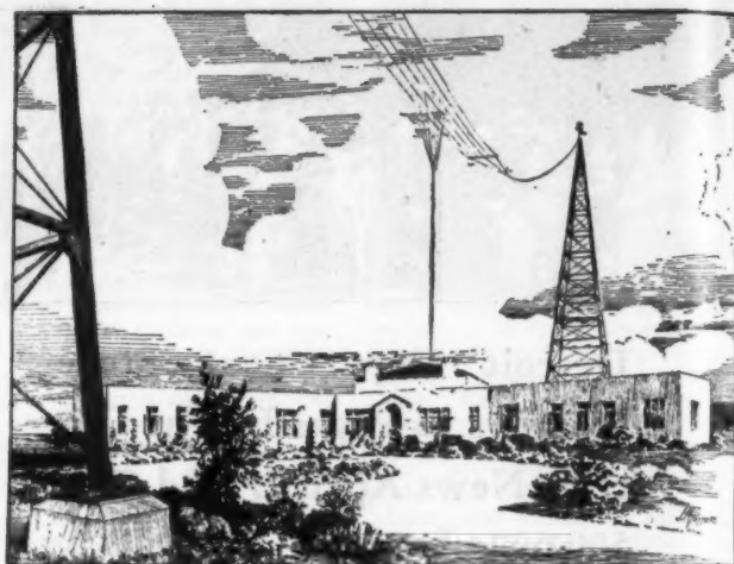
Crowley, Milner & Company, one of Detroit's leading department stores celebrated its 19th anniversary with a sale announced in The Detroit News by a 16-page supplement, the largest ever published on any weekday by any one company in any Detroit newspaper. No other Detroit newspaper carried the full 16-page supplement. On the day following the announcement the store took care of 500,000 patrons and did the greatest single day's volume of business in its history—a tribute both to the merchandising policy of the store and to the pulling power of Detroit's home newspaper.

# The Detroit News

The HOME newspaper

Member of 100,000 Group of American Cities

New York Office: Chicago Office:  
I. A. Klein, 50 E. 42nd St. J. E. Lutz, 6 No. Michigan



THE NEW STATION

## BROADCASTING A FEW FACTS

**WMAQ** was the first newspaper owned station in Chicago.

It is on the air more hours daily than any other station in the United States.

It is a member of the Columbia broadcasting system.

It is associated with WQJ (owned by the Calumet Baking Powder Company, but operated by The Chicago Daily News) in an all-day broadcast of the best in the field of education, information and entertainment.

It is owned and operated by a newspaper—The Daily News—that devotes more space daily to radio news and programs than any other Chicago daily newspaper.

THE CHICAGO DAILY NEWS  
Chicago's Home

**ADVERTISING  
REPRESENTATIVES:**

NEW YORK  
J. B. Woodward  
110 E. 42nd St.

CHICAGO  
Woodward & Kelly  
360 N. Michigan Ave.

DE  
Woodw  
#8 Fine

GROUP

MEMBER OF THE 100,000

# A New Home For a Greater Radio Service

WMAQ, radio station of The Daily News, a pioneer among Chicago broadcasters, announces a further step in its record of progress.

For the fourth time in its six years on the air, WMAQ is installing a new transmitter. The Daily News station will soon go on the air with a power of 5,000 watts from a broadcasting home of its own now in construction just west of the city of Chicago.

Greater power, good and consistently improving programs will further strengthen this important link in the program of public service which has made The Daily News distinctively Chicago's Home Newspaper.

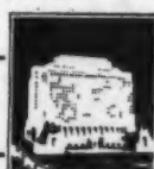
## DAILY NEWS

Newspaper

DETROIT  
Woodward & Kelly  
26 Fine Arts Bldg.

SAN FRANCISCO  
C. Geo. Krogness  
253 1st Nat'l Bank Bldg.

GROUP OF AMERICAN CITIES



OKLAHOMA  
CITY'S  
POPULATION  
*now*  
**160,000\***

O KLAHOMA CITY'S population was 91,295 in 1920. Today it is 160,000, \*as estimated by the local Chamber of Commerce. This is an increase of approximately 69,000, or 75%, since 1920.

The rapid, steady growth of Oklahoma City and its extensive building activities have created an unusually fertile and responsive market for national advertisers—a market that is covered thoroughly and alone by the Oklahoman and Times.

The circulation of the Oklahoman and Times virtually parallels the population growth of Oklahoma City. In March, 1920, the daily net-paid circulation of the Oklahoman and Times was 89,943. Today it is 157,390, an increase of 67,447, or 75%, since 1920.

In Oklahoma City copies of the Oklahoman or Times are read in 98 out of every 100 occupied dwellings, while out in the 75-mile radius every other family reads the Oklahoman or Times.

*The*  
**OKLAHOMAN**  
*and*  
**TIMES**  
Circulation now  
**157,390**

# *The* DAILY OKLAHOMAN OKLAHOMA CITY TIMES

*Thoroughly and alone  
cover the Oklahoma  
City Market*



E.KATZ SPECIAL  
ADVERTISING AGENCY  
New York - Chicago - Detroit  
, Kansas City - Atlanta,  
San Francisco

**The OKLAHOMA  
PUBLISHING CO.**

*also publishers of*

**The OKLAHOMA FARMER-STOCKMAN**

# "Your Persistence Paralyzes All Resistance"

Some Answers to the Question of How Many Calls a Salesman Should Make on a Prospect Before Dropping Him

By Charles G. Muller

ON the day the German ocean flyers were due in New York from Ireland, two of us were sitting in an office waiting-room. Rumors were many, but authentic information was lacking as to the success of the latest attempt to cross the Atlantic from East to West.

"Even if they've failed, some other aviators are bound to do it very soon," commented the man across the room, with a good deal of assurance, "for the simple reason that they're keeping at it so consistently."

The remark was trite, but it held an obvious truth that started us talking about keeping at it in selling. The man across the room was a salesman for newspaper space, had been for years, and was full of stories about the number of calls he made on prospects before he finally sold an account. One of his best was this:

"Deciding not long ago to put out a special book review section, my paper went after publishers everywhere. One, out in the Middle West, we knew to be planning a new venture, and we solicited him. But he would not come through. We kept after him. No answer. We sent letters. We sent special-delivery mail. We sent air mail. Nothing doing. Then we began to fire telegrams at him. Still no answer. At last we began shoot-

ing radios. Finally, close to the special edition deadline, we got a wire from him:

"Your persistence paralyzes all resistance."

Here, in a succinct phrase, was the answer to a question I had been asking salesmen and executives for months: "How many calls do you make on a prospect before you drop him?"

The quest for an answer to this question was started by an article in *PRINTERS' INK* about a Western sales manager whose men frequently work six months — on commission — without closing a deal. This sales manager's report sheet had shown one record of 125 calls in a single year on the same prospect, and it was estimated that another 100 calls would just about be enough to bring in the business.

"We had one fellow," said the

sales manager in this article,\* "who got very blue after three months' work. All that time he had never received a dollar from us, even for carfare or gasoline. When he became completely discouraged, we selected one of his prospective deals, told him to forget all the rest and center on that. He made forty-two calls before he

\* "First Aid to the Down-Hearted Salesman," by James H. Collins, October 7, 1926, page 117.

got the contract, but that was a day—oh, boy!"

Having heard a good deal in recent years about the efficacy of one-call selling in many lines and not much about day-after-day salesmanship, I set out to find if the latter is an antiquated method of distributing merchandise. From the very start I found that it emphatically is not.

"How many calls do we make on the same prospect? Dozens—hundreds." "When do we drop a man from our calling list? Never." "How long do we keep after an account? Until we get it." I was told of one manufacturer, now among the largest in his industry, who did not win even a showing in the large stores of State Street, Chicago, until he had kept calling for seven years. Persistence, I discovered, has not lost its usefulness in bringing in business.

"As a salesman of this company and as sales manager," Robert M. Leach, now treasurer of the Glenwood Range Company, told me, "I always believed that many calls would be necessary to start any new prospect. I believed the first call or two would not be much more than an introduction. Then I would let the calls stand a while and send some attractive catalog or picture of my product, with only a word or two which a man would have to read, following this up with another call."

"We have several accounts that would run \$40,000 or \$50,000, and I do not think any one of them was ever started with any less than ten calls."

The Pike Manufacturing Company has been selling sharpening stones and equipment for more than 100 years, and after long personal experience Sales Manager H. S. Bryant has this to say about persistence in calling:

"We believe that a salesman should not quit at fifty or 500 calls, provided, of course, the prospect is big enough to waste any time at all upon. It would be foolish, we think, to waste time on prospective customers whose possible volume is small, but where the business is large enough to war-

rant, the salesman should keep calling until, perhaps, he is thrown out of a man's office. For a buyer not interested last year or in past years may be a red-hot prospect this year or next.

"Our men are laboring all the time to get as big a representation as possible of our line into all their stores, and we have any number of instances where it has paid the salesman to keep everlasting after the buyer on a certain line he was not buying from us. There have been several cases where dealers have been buying their sharpening stone requirements from us but have refused to take on our razor strops. Constant and concentrated attention on razor strops on the part of the salesman has resulted in a number of instances in the dealer taking on the line—at the end of years of persistent selling.

"The same thing has happened on tool grinders. Our salesmen have been hammering at the trade consistently for years, and today we feel that this keeping at it has paid, for now I think we are recognized leaders in small tool grinders, and our sales are showing a gratifying increase each year.

#### CALLING ON ONE PROSPECT FOR SEVENTEEN YEARS

"Selling often becomes involved in peculiar conditions, but consistent calling will get around them. For example, our representative has never been able to break into one department of a big Chicago jobbing house. Though he has been calling at the rate of four or five calls per year for seventeen years, he has not yet taken an order, due to the fact that the buyer once became offended at some act of ours, now long forgotten, and swore he never would give us another order. However, that we do receive frequent mail orders from this department indicates that the buyer's attitude toward our salesman is more or less of a pose. Constant calling, therefore, actually brings sales, though apparently the salesman gets no business."

After orders are finally obtained, reasons for not buying—as in this

Pike instance—often turn out to be purely personal to individual buyers. A representative for a woman's wear concern told me that for two years she visited a dealer in New England who regularly turned her down for no apparent cause. Finally the dealer bought, and when the saleswoman asked why it had required two years to get her line into the store, the dealer answered:

"Oh, I just wanted to see how long it would take me to get you mad enough to tell me to go jump in the lake—and walk out."

Which, according to Dorothy Bickum, head of a corset manufacturing company of the same name, appears to be the attitude of many prospects. "Sometimes prospects seem to make selling very much of a game, and the only way to play that game is to keep right on coming back. One buyer regularly visited my showrooms for five years and never bought a dollar's worth of merchandise. Finally, after I had patiently worked on her for those five years, she set aside an entire special space in her department for my goods. Nothing but persistence got that account.

"Another buyer, a personal friend who herself wears my garments, would not stock them in her store. For two whole years I called on her and brought her to my showrooms. Last week I finally sold her.

#### IT PAYS TO KEEP AFTER A PROSPECT

"Twenty-five years of selling on the road," says Miss Bickum, "have taught me at least one thing. That is, that invariably it pays to keep after a prospect. Especially today. Years ago it was the man who took the buyer out to dinner or the ball game who got the big orders. Today it is the salesman who keeps calling that gets the orders and who, after he gets the orders, continues to call, that gets repeat business.

"From long experience, I have found, too, that it pays to call persistently on the small buyer and the small store, for two reasons. First, by selling to the little fellows in a given district you often

force the big hold-out to take on your merchandise because of the interest created in your goods in that district. Second, you never know when the little buyer or the little retailer on whom you have worked for a long time will blossom out into a big job or a big store and become a volume customer.

"If for no other reason than that big customers spring up from the most unexpected places, I have always drummed away on every prospect regardless of the volume which was immediately apparent. I never neglect the small fellows and I never count the cost of calls."

The National Biscuit Company follows the same system of never overlooking a prospect. According to George Oliva, manager of the advertising department, National Biscuit salesmen are persistent callers whose reports to the home office bring constant proof of the efficacy of keeping everlastingly at it.

"I called on the Banaszak Brothers meat market regularly for about four months," salesman Henry Paradowski, of Milwaukee, recently told the office, "before I sold them. Since then they have thanked me many times for getting them started on our line and showing them that so good a business could be built up on our crackers and cakes in connection with the sale of meats.

"Surely it pays to call on them all. This and many other accounts that I have started convince me of that."

Salesman O. L. Donly, of the National Biscuit Company's Kansas City agency, found a tough prospect in Marionville, Mo. "This dealer had the hide of a rhinoceros, so far as getting under the skin with NBC arguments," to quote records of the company. "On the other hand, salesman Donly was tough, too. He took the punches, one after another, and always bobbed up for more, for he would not admit the possibility of being licked. For thirteen consecutive months, every time he made Marionville on his regular trip, he had a set-to with this dealer, each time

hitting harder than before. At the end of that thirteen-month period, the dealer gave him an opening order and now thanks this salesman for his perseverance.

"Salesman S. P. Lajoie, of our agency at Portland, Me., had called regularly on E. H. Lane for more than two years, but he did not sell him a thing in all that time. Then, one fine day, Mr. Lajoie took along an armful of Packet varieties—eight in all—set them up side by side in the store, and Mr. Lane was so well pleased with the display and its possibilities that he bought the entire eight display cartons. Then came an order for display racks and a quantity of bulk goods. Salesman Lajoie's perseverance had finally been rewarded with a good, new account.

"These are simply three recent happenings from many of the same sort, but the history of our company is replete with incidents of this kind. On the other hand, there's no telling how many cases there have been in which good, sizable business might have been secured, but was not because our salesmen for one reason or another did not follow through on their calls."

P. C. Staib, director of Francis H. Leggett & Co., brings a colorful illustration from his own long experience in selling groceries to stores that started out as small accounts:

"One experience stands out vividly in my memory. In the old Chelsea district on a side street in New York was one of the most successful grocers of his day. I called on him only to find him totally uninterested in me, my house or my products. He frankly told me so, and added the cheerful news that he was thoroughly satisfied with his source of supply and positively would make no change.

"I told him I was an ambitious young beginner in the field and that unless he objected I would call on him again. He said nothing, so I took it for granted he did not object.

"I called at his store again and again, until he thought it quite a joke and used to look at his clock

as I entered the store, remarking on my punctuality. But—no orders. His wife, a most estimable woman, always greeted me smilingly, and, I thought, seemed a little disappointed at my failure to get an order.

"After following this program for nine or ten months I had come to look forward to this visit as a weekly exploit or venture, always feeling that somehow, some day, the expected would happen. I admired the man's loyalty to the other fellow, and figured it was something worth having. If I could ever win it, my objective would be attained.

"I had been making these unsuccessful pilgrimages about a year, when one day I was rewarded for my patience and fortitude. This particular day, my friend complimented me on my tenacity and good-behavior, and for the first time asked me for some quotations—which I gave him hopefully. 'Now, my boy,' said he, 'take out your order book,' and oh man! how I enjoyed writing down that order. The grocer's wife stood by and watched the proceedings with evident joy and satisfaction.

"Once the ice was broken, I never missed getting an order every Tuesday until my friend retired from business. He then turned his store over to a faithful clerk with the injunction that he buy his goods from me—which injunction was faithfully carried out.

"As I look back on this experience, I can see that if I had been less persistent I would have missed years of splendid contact with a fine business man and many thousands of dollars' worth of business."

#### Cluett, Peabody Appoints, Barton, Durstine & Osborn

Cluett, Peabody & Company, Inc., Troy, N. Y., maker of Arrow collars, shirts, handkerchiefs and underwear, has appointed Barton, Durstine & Osborn, Inc., as its advertising agency.

#### Montgomery Ward Appoints Lord & Thomas and Logan

Montgomery Ward & Company, Chicago, have appointed Lord & Thomas and Logan as their advertising agency.

# SECOND

Herald and Examiner . . . . .	435,074
Boston Post . . . . .	404,661
New York Times . . . . .	392,800
N. Y. Herald-Tribune . . . . .	302,598
Philadelphia Inquirer . . . . .	291,727
New York World . . . . .	335,880
Kansas City Times . . . . .	242,559
St. Louis Globe-Democrat . . . . .	262,712

A. B. C., Sept. 30, 1927

largest  
morning  
newspaper  
circulation  
*in America*

\* Standard Size Newspapers

THE CHICAGO  
HERALD and EXAMINER

National Advertising Manager J. T. McGIVERAN

EUCLID M. COVINGTON T. C. HOFFMEYER  
285 Madison Avenue, New York 625-6 Hearst Bldg., San Francisco

SUCCESSFUL manufacturers have discovered that the sales volume of any product can be stimulated by putting color into the advertising of that product.



Especially is color valuable at strategic points in regular black and white campaigns. It adds emphasis and interest to the entire campaign, in both the dealers' and consumers' minds.



Color pages in the New York Evening Journal cut your cost to sell. Color pages lift your product above all competition, secure dominance, increase movement of goods and give your salesmen an additional weapon with which to fight for sales.

The New York Evening Journal offers the only week-day opportunity to use color advertising in New York newspapers.



The New York Evening Journal overwhelmingly dominates the New York market, because it is bought by nearly half of all those buying any standard New York evening newspaper.



CIRCULATION FOR SIX MONTHS ENDING  
MARCH, 31, 680,115 DAILY NET PAID

## NEW YORK EVENING JOURNAL

*Greatest circulation of any evening newspaper in America and a QUALITY circulation at THREE CENTS a copy daily and FIVE CENTS a copy Saturday*

Hearst Building    2 COLUMBUS CIRCLE    General Motors Building  
Chicago, Ill.              New York City              Detroit, Mich.

You national advertisers  
who are placing  
more lineage in the  
Detroit Times  
than any year in its  
history will be interested  
in knowing that the  
local merchant has  
used during these  
first four months  
304,500 lines more  
than a year ago.

**"The Trend is to the Times"**

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## A President Speaks on Stockholder Advertising

THE AMERICAN TOBACCO COMPANY  
NEW YORK

*Editor of PRINTERS' INK:*

I thank you for \* \* \* your article called "Advertise to Your Stockholders." \* \* \*

\* \* \* In principle, I feel that your article is quite correct—that stockholders should be accurately and thoroughly informed with regard to a corporation's business.

There are two questions, however, that come to my mind and these questions must be important to each business executive to whom your article might be addressed, although their importance might vary in each particular case. In the first place, accurate reports may be misleading reports. For example, I, personally, do not at all approve of quarterly reports to stockholders. Variations in business conditions, differences of seasonal demand, might very well, with the best intentions in the world, mislead stockholders who are not, in detail, familiar with the practice and conduct of a particular business. Secondly, how much of an advertising appropriation, if any, should be spent for the purpose you outline?—"Advertise to Your Stockholders."

In a highly competitive business such as our own where advertising plays such an important part in the expansion of our business, any monies diverted from direct consumer advertising would, in the writer's opinion, be wasted. This does not mean that I am less of an advertiser or less of an advocate of advertising, but rather that I believe provided the quality of one's merchandise is right, that advertising is the greatest constructive force in salesmanship and business development of the present day.

I hope that I have been able to answer your questions from my point of view.

GEORGE W. HILL,  
*President.*

IN spite of price wars and hot competition, the president of the American Tobacco Company has had time to give thought to a subject that must inevitably get more and more attention from the heads of American businesses that have been publicly financed.

The thought-provoking letter of comment, printed above, on an article that appeared in PRINTERS' INK of May 3, plainly indicates that the subject of proper treatment of stockholders by management has had considerable attention from him. The questions which he raises in that letter are

worthy of considerable discussion.

There is the matter of reports that are accurate, but nevertheless mislead the stockholder. We are sure that Mr. Hill would agree with us that it would be aximine for any business to spend money to cultivate the good-will of its shareholders if it thinks that it can successfully issue such reports. Persistence in such a habit on a large scale by American businesses, now that so many are being financed by the public, will eventually lead to Government regulation of financial statements. That is exactly what happened in the case of railroads. The Interstate Commerce Commission now prescribes the forms that are used by that industry for its financial reports.

A regulation of the New York Stock Exchange requires quarterly financial reports from all businesses whose securities are listed on that exchange. This is the reason why so many businesses today issue quarterly reports. This particular requirement of the Stock Exchange is, as we understand it, a blanket rule. Mr. Hill's question on the wisdom of blind adherence to that practice for any and all businesses is well taken. There is no doubt that such reports create speculation in the securities of businesses dealing in seasonal commodities. Such a speculation, when engaged in, year after year, on a particular security prevents absorption of that security by the public. The manufacturer whose securities are strongly held, as the article on which Mr. Hill comments indicates, is in an enviable position. If the present-day practice of requiring quarterly statements really hinders businesses dealing with seasonal commodities from obtaining genuine distribution of their securities, there is no doubt that such a rule should be modified.

Mr. Hill questions the wisdom of diverting any part of the appropriation set up for advertising the commodities of a business to the job of advertising the securities of a business. In raising this question he is on sound ground. Selling the product is the main job

and it should not be disturbed.

In the article on which Mr. Hill comments, General Motors Corporation was cited as one of the best examples of American businesses that have successfully cultivated the good-will of their stockholders and of the entire investing class of the country. General Motors is in a highly competitive field. The company finds it vitally necessary to spend great sums of money for product advertising. Exactly what it spends for advertising that cultivates the good-will of investors is not known to us. That amount, we are assured, however, is infinitesimal in comparison with its product advertising expenditure.

How much any one company should spend on advertising material and space in order to cultivate the good-will of its stockholders it is not possible to say any more than it is possible to give an off-hand figure for the amount of money a business should spend for product advertising. In general, however, it can be said that the sum that would be spent in this way would, as in the case of General Motors, be very small in comparison with the amount spent for product advertising. In some cases, the expenses would be practically nothing. All that would be required in many cases would be a new attitude of mind which would be reflected in such literature as is now sent out in the form of reports to stockholders. That new attitude of mind which should be reflected in such reports has been described by an old-timer who has been able to keep ahead of the procession, as "the idea that the management of publicly financed business is a trustee for its shareholders.—[Ed. PRINTERS' INK.]

#### "The Outlook" Appoints N. W. Ayer

*The Outlook*, New York, has appointed N. W. Ayer & Son to direct its advertising account.

The Second Ward Securities Company, Milwaukee, has appointed Freeze and Vogel, Inc., advertising agency of that city, to direct its advertising account.

#### McCann Agency Opens Third European Office

The H. K. McCann Company has opened an office at Berlin. This is the third European office to be opened by the McCann agency this year and is in addition to those already established at London and Paris.

B. W. Randolph becomes manager of the Berlin office. Bates Compton, who had been space buyer at the New York office, is now manager of the Paris office. R. W. St. Hill, who had been secretary of the McCann company at New York, is manager of the London office. He has been succeeded as secretary by Katherine Kelly.

#### Robert Warner, Advertising Manager, American Piano

The American Piano Company, New York, has appointed Robert Warner as advertising manager. He was formerly with the advertising sales departments of *Cosmopolitan* and *Red Book Magazine*. He succeeds F. H. B. Byrne who goes to the Ampico division.

Mr. Byrne will take over certain of the duties formerly handled by J. Milton Delcamp, who has been appointed vice-president of the Mason & Hamlin Company, a subsidiary of the American Piano Company.

#### Caterpillar Tractor Appoints N. W. Ayer

The Caterpillar Tractor Company, San Leandro, Calif., has appointed N. W. Ayer & Son to direct its advertising account. This account will be handled through the San Francisco office of the Ayer agency. Magazines and farm papers will be used.

#### H. F. Ritchie Buys J. C. Eno, Ltd.

Harold F. Ritchie, of Harold F. Ritchie & Company, New York, distributors of Eno's Fruit Salt in North America and in Pacific territory, has purchased J. C. Eno, Ltd., London. He has been sales representative of the Eno company for twenty-one years.

#### Tide Water Oil Company Appoints Lennen & Mitchell

The advertising of the Tide Water Oil Company, New York, embracing Veedol motor oils, Tydol traffic gasoline and Tydol Ethyl gasoline, has been placed with Lennen & Mitchell, Inc., New York advertising agency.

#### Dorland to Handle European Account of Gillette

The Gillette Safety Razor Company, Boston, has appointed the Dorland Agency, Inc., New York, to handle its advertising account in Great Britain and all countries of Europe.

# Why Food Advertisers Use The NEWS *Exclusively* in Indianapolis

THE INDIANAPOLIS NEWS carried 69% of the total national advertising lineage on food and grocery products in all Indianapolis newspapers during 1927—6 issues a week compared with 13 issues of all other daily and Sunday newspapers combined. Of all the products represented, 68% were advertised in The NEWS *exclusively*.

This tremendous preference for The NEWS is justified by its unequalled coverage and its exceptional home-delivered circulation—more than all other Indianapolis newspapers combined.



**The INDIANAPOLIS NEWS**  
*sells The Indianapolis Radius*

DON BRIDGE, Advertising Manager

New York: DAN A. CARROLL 110 East 42nd St. Chicago: J. E. LUTZ The Tower Bldg.

THE NEWS GOES TO THE HOME, FOR THE ENTIRE FAMILY

## Chain-Store Growth May Be Investigated

**P**ROBABLY the most serious problem with which chain stores have had to contend during the last several years has been that of hampering legislation. Local ordinances and State acts, all designed to curb the growth of the chains, have been passed in many sections, and while their constitutionality is still open to question, there is no doubt that the chain systems are not pleased with the immediate outlook.

On top of this legislative brake, there now comes a resolution introduced in the Senate on May 5 by Senator Brookhart which would direct the Federal Trade Commission to inquire into the extent of chain-store marketing, with the object of determining whether the chains are violating the anti-trust laws and whether they are susceptible to Federal regulation. The resolution is known as S. Res. 222. It calls upon the Trade Commission to report on the extent to which the chain-store movement has tended to create a monopoly or concentration of control in the distribution of any commodity either locally or nationally. It is understood that the resolution was introduced at the request of the chairman of the legislative committee of the National Association of Retail Grocers.

The resolution, among its numerous "whereases," mentions that from 1921 to 1927 the retail sales of all chain stores have increased from approximately 4 per cent to 16 per cent of all retail sales. It estimates that there are no less than 4,000 chain-store systems operating over 100,000 stores and that the chains now control a substantial proportion of the distribution of certain commodities in certain cities and are rapidly increasing their control in other sections. It states further that the continued growth of chain-store distribution may result in the development of monopolistic organizations in certain lines of retailing.

In view of these facts, the resolution directs the Trade Commission to find out (1) whether the chains have effected consolidations which violate the anti-trust laws, (2) whether the chains are susceptible to regulation under the Federal Trade Commission Act or the anti-trust laws, and (3) what legislation, if any, should be enacted for the purpose of regulating and controlling chain-store distribution.

This would seem to be quite a job in itself. However, the Commission is asked to collect still more facts and figures, such as the advantage or disadvantages of chain-store distribution as compared to other forms of distribution and whether the quantity discounts which the chains receive violate any Federal act and whether any legislation should be enacted with reference to these quantity prices.

The resolution was read and went over under the rule.

## Will Represent Newspapers on E. M. Burke, Inc., List

Burke, Kuipers & Mahoney, Inc., is the name of a new publishers' representative business which has been organized to take over the list of papers formerly represented by E. M. Burke, Inc. As reported in last week's issue, E. M. Burke, Inc., has been re-organized as E. M. Burke and Associates, Inc., which has been appointed to represent a group of Hearst newspapers.

Burke, Kuipers & Mahoney, Inc., will maintain offices at New York, Boston, Detroit and Chicago. S. P. Mahoney, vice-president will be manager of the Eastern territory. His staff will include W. C. Babcock, William V. Collins and E. D. McFarland.

C. A. G. Kuipers, as vice-president, will be manager of the Western territory. Members of the Western staff include Stanley J. Harvey, Fred O. Nugent and E. Bernstein.

## Dodge Brothers Appoint New Sales Heads

Henry Krohn has been appointed director of Senior Six sales of Dodge Brothers, Inc., Detroit. He was formerly vice-president and general sales manager of the Paige-Detroit Motor Car Company, of that city.

Rex Glasson, recently vice-president of Cram's Automotive Services, has been appointed sales promotion manager of the Dodge company.

## A light in the dusk

Confronted by a need of clairvoyant powers which are not his, the advertiser of today must force subject his judgment to the precise agency which he in turn employs to influence those to whom he offers his product. Deluged with a ceaseless flood of media advertisements (such as this) he must seek among them for the light of fact shining in the dusk of theory.

Such facts, for example, as the significant record of the Chicago Evening American in total display advertising over a period of years:

1920 . . .	7,425,426 lines
1921 . . .	7,957,653 "
1922 . . .	8,064,865 "
1923 . . .	9,553,248 "
1924 . . .	10,188,832 "
1925 . . .	11,263,150 "
1926 . . .	12,022,996 "
1927 . . .	12,620,446 "

Such consistent and persistent growth, for so extended a period, is certainly acceptable proof of demonstrated productivity resulting in increasing usage by old and new advertisers.

## National Advertising Executives

**RODNEY E. BOONE**  
*General Manager*  
National Advertising  
9 E. 40th Street  
New York City

**H. A. KOEHLER**  
*Manager*  
Chicago Office  
929 Hearst Building  
Chicago

**W. M. NEWMAN**  
*Manager*  
American Home Journal  
1007 Hearst Building  
Chicago

**F. C. WHEELER**  
*Manager*  
Automotive Advertising  
901 Hearst Building  
Chicago

**L. C. BOONE**  
*Manager*  
Detroit Office  
Book Tower Building  
Detroit

**J. J. CREMENN**  
*Manager*  
Boston Office  
5 Winthrop Square  
Boston

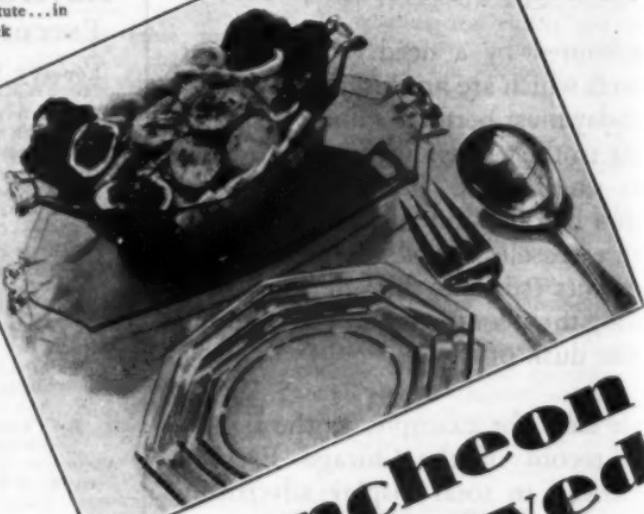
**CONGER & MOODY**  
*Representatives  
on Pacific Coast*  
927 Hearst Building  
San Francisco

**FRED H. DRUEHL**  
*Manager*  
Rochester Office  
136 St. Paul Street  
Rochester, N. Y.

**KENNETH J. NIXON**  
*Manager*  
Atlanta Office  
82 Marietta Street  
Atlanta, Ga.



All photographs illustrating the Institute's work are actually taken in Delineator Home Institute...in the Butterick Building



# Luncheon Is Served Mr. Manufacturer

and this is  
the new way  
we're using

Y O U R  
product

Many a delightful surprise awaits the food manufacturer who sends his product to Delineator Home Institute for *constructive* criticism. Especially when...the Institute's report ready...he comes to luncheon with us.

A manufacturer of tapioca, for instance, was served with his tapioca in an omelette. The Institute, in its tests, discovered that tapioca cured a very common disease of omelettes...that of "falling"...and besides it tasted delicious.

A manufacturer of soups . . . (yes! that very well known manufacturer!) was served with a combination of two of his soups blended to secure a new and particularly engaging flavor.

A manufacturer of bran found his own recipe for bran biscuits vastly improved through a different method of mixing. And so on . . .

---

**A**ll this takes place, you know, right here in the Butterick Building . . . where Delineator Home Institute has its own kitchens (two of them), laundry, laboratory, and dining rooms (three of them) operating under the expert supervision of Mildred Maddocks Bentley, known nationally as an authority on scientific home making.

Perhaps the Institute may be of service to you in offering suggestions for new uses, wider uses for your food product. If so, we shall be delighted to co-operate.

We're all of us working, you know, to satisfy the American woman's present incessant demand for new ideas, new luxuries, more style, more beauty.

---

And, by the way, have you consulted the "Volume of Advertising" tables in this issue of *Printers' Ink*? Note please that the MAY Delineator in advertising lineage shows an increase of 46% over last May

Established  
1868

THE BUTTERICK PUBLISHING  
COMPANY

IF there is virtue in environment (and there is) then your agate line salesmanship in Detroit transferred to the columns of The Free Press will be properly companioned . . . locally and nationally. A check-up of these columns comparatively will clearly demonstrate.



Detroit has not attained quite the same status relative to the production of good advertising as has New York City, but whenever good advertisements are prepared in The Fourth City

seeking either prestige or sales, they are placed automatically in The Free Press.



Thus visibility is enhanced. Couple attention value to the reader-interest that is a definite virtue of the circulation of The Free Press, and you have a most excellent, most productive, economically sensible combination in either moving goods or moulding opinions in the Detroit market.

## The Detroit Free Press

VERREE &

National

New York

Chicago



Detroit

CONKLIN, INC.

Representatives

San Francisco

# Some Salesmen I Have Met

There Are Many Varieties of the Species and Some of Them Can Sell

By E. L. Faber

Treasurer, Eberhard Faber Pencil Co.

THERE is no disposition on my part to under-estimate the work of the intelligent and conscientious salesman. He is the man who represents the company in its relation to its customers. As such he carries around an immense treasure, the good-will of the house. He would worry if he lost his expense money or his sample case. But in many cases he loses something even more valuable when he forgets that he is—in the eyes of the customer—the company itself.

I believe that a good salesman, in a sense, must have the qualities of a good actor. He must be able to play two roles, by placing himself in the position of the customer and in the position of the house that he represents. Playing the combination of these two roles makes the act perfect. The present-day, first-class salesman, it seems to me, embodies these two outstanding qualities. But with these few kind words about the theoretically perfect sales representative, let me set down a few of the types I have met.

\* \* \*

First, there is the salesman who calls upon you and steams his way in. He acts like a switch engine in a freight yard. He keeps on puffing up and down but never seems to arrive anywhere. The bell rings and the wheels go round and the whistle blows, but he is still in the same place. He never seems to make any progress because he is too busy hustling around. He makes one call after another without taking the trouble to finish up any one of them thoroughly and never arrives at the final consummation of his efforts, the order itself. He reminds one of someone lifting a heavy sack to a shelf, straining and sweating until his burden is within one inch of the desired goal and then letting it drop to the floor.

Then there is the argumentative type. This is the boy who years ago won a debate in the eighth grade. At that time his teacher told him he ought to make a good salesman, he was so clever at arguments. Probably long before that he argued with his older sister and with his mother. He would rather win a good argument than make a sale, and he usually does. Sometimes I almost think that every argument won by a salesman means a lost customer.

Someone has once told him that every salesman must be aggressive. He will argue just as hard at lunch with other members of the sales force, and on Saturday mornings he can often be heard winning arguments at another man's desk when the other man is trying to make out his sales report. His super-aggressiveness would be more valuable on a college debating team or on a football squad than it is on a sales force.

\* \* \*

Then many of us have met the telephone hound. Now I am a great believer in the use of the telephone to make appointments and have known of many a long distance sale which was closed by that method. But I believe that telephone selling can be overdone by a certain type of salesman. He is the man who will sit indoors on a morning which is rainy, or which looks like rain, and having made seven telephone calls, consider that he has done a great day's work. Sometimes he talks for fifteen minutes over the telephone if the other man doesn't hang up. Sometimes I think that it would be a good rule to insist that salesmen use telephones only to make appointments, explain the reasons for missed calls, and supplement their personal visits. The telephone can never replace a per-

sonal visit and it sometimes robs the salesman of an opportunity to do a real good selling job in person.

\* \* \*

Then we have the salesman who is the sensitive plant, the blaming salesman who regards everybody in the house as ogres, conspiring and scheming against him, misunderstanding and "gumming up" his genuine and excellent efforts. Any gains in his territory, in his estimation, are due only to him, obtained in spite of conditions and associates deliberately plotting against him. He also can never get over the habit of taking some buyer's stock objection too seriously. If two prospects on the same day happen to tell him "your price is too high," he comes back to the office and tries to have cheaper material used. He takes almost every excuse as a real reason and worries about it continually.

\* \* \*

We all know the careless salesman. He is above "details" and thinks that what is apparent to him must be apparent to everyone else "back in the office" and makes out his hieroglyphic orders and shipping instructions accordingly. He is generally the type of salesman who has never had training in the home office. He is a nuisance and, fortunately, never lasts very long.

\* \* \*

There is none of us who has not met the dignified salesman. He is above transcribing his own orders, or carrying his sample cases; in short, above anything but taking credit for sales in his territory.

\* \* \*

Not far removed from the dignified salesman is the expensive salesman. The two are sometimes synonymous. The expensive salesman has absorbed somewhere some exalted ideas of the over-importance of personal prestige and the value of appearances. He has actually and sincerely worked himself into the belief that he cannot do otherwise than stop at the most expensive hotels and entertain every Tom, Dick and

Harry who lets himself be entertained. The best cure for this type is the "straight commission system"—a sure cure if it doesn't kill.

\* \* \*

The "sob stuff" salesman is another common garden variety in the crop. He blubbers how rotten business is and, putting it on a personal basis, says that which expressed briefly might be interpreted as: "For Heaven sake, give me at least even a little order and save my face with my home office."

\* \* \*

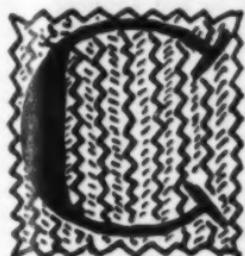
The mysterious salesman! We have all met the man who will not and does not seem able to get to the point, but by some mistaken conception thinks he is rousing the customer's curiosity by keeping off the point for a while. Actually he is making the customer fidgety and nervous and building up an insurmountable wall of prejudice which he will have a hard job breaking through.

\* \* \*

Every reader must, at some time or other, have been called upon by a "squirm" salesman. He is the type who can't keep still. He is either teetering back and forth in his chair, which he uses as a cowboy would a horse, or he is fixing his tie, brushing his hair with his hand, or waving one foot from his perch on a desk corner, not realizing that the prospect's eye unconsciously follows every movement of the stranger within the gates. He may never discover why his prospects don't have their mind on the catalog when he tries to make up the order, if he ever gets that far.

\* \* \*

Somewhat like the squirmer, in his power to make the prospect nervous, is the memorizer. Either his sales manual has a "canned" talk in it, or he has made a symposium for himself of his seven best sales approaches. Whatever the source, he has memorized a line, and, like the schoolboy spouting, he must get through with it, so he goes on without knowing what the prospect may have in the back of his mind, recounting the



© 1928 THE CONDÉ NAST PUBS.

consumer buying, store buying and merchandising are all under the sway of style. The well fed, well clothed, and somewhat pampered American public is responding to the style appeal. It is buying, not because the old is worn out, but because the new is smarter. In consequence, a daily increasing number of manufacturers are seeking style identity for their products. So one might suspect that the advertising lineage of the Condé Nast Group . . composed as it is, of America's three greatest stylists . . Vogue, Vanity Fair and House & Garden . . still continues to increase. One's suspicions are confirmed . . for the first five months of 1928.

sales points of the thing he is selling, all in a row, in a sing song voice. Some of the memorizers are so bad that one or two questions will throw them out of gear entirely. Then they have to start off all over again.

\* \* \*

The extreme opposite of the memorizer is the salesman who has been told not to rely too much on his memory and who has taken that advice too seriously. Consequently, he loses valuable time in the presence of a busy prospect by fumbling and groping around for price lists and sample cases, for information that ought to be on the tip of his tongue.

\* \* \*

Then there is the "wrong time" salesman, who is just the opposite of the too aggressive and tactless type. He thinks it isn't a good time to see a prospect before he has had a chance to finish up his mail. It is a bad time to see a man just before he goes out to lunch, or just when he comes back and finds a mass of accumulated phone messages. That leaves him, he considers, from ten to eleven fifteen for making calls in the morning, and in the afternoon from two until four, because it is a poor time to call on a man just before he is getting ready to go home. He is so worried about the customer's feelings that he hates to annoy him. This "wrong time" salesman is merely lazy but he hates to be told so.

\* \* \*

The man who doesn't know his line, the sly worker who gets in to see a busy man who doesn't want to see him by telling the secretary "it is a personal matter," the party-thrower, the teller of tactless, pointless, irrelevant stories, the back-slapper, the self-seller, have not been included in my little gallery because they are all so well known.

\* \* \*

Just so that I do not leave salesmen believing that I am "off" their business merely because I have mentioned a few of the less desirable types of their craft, I will say that I think individual salesmen are selling more goods

more intelligently today than ever before. The old, less desirable types are passing out of the picture or being "frozen out" of organizations to find positions more compatible to their tastes and talents.

It seems to me that the best salesmen of today, first of all, inherently enjoy selling, have had a strict and rigorous training in the home office where they have been able to learn the line and decipher the orders of their senior salesmen and finally have had the advantage of years' of experience on the road and have learned to dissociate cut and dried extension course theories on selling from the actual purpose of really selling goods. They have come to realize that each and every prospective customer is a case in himself and have learned to treat him as such.

Such a salesman looks upon each one of his customers as a sales manager for the goods he is selling and consequently he tries to help each one he calls on to sell more, more intelligently, more economically, and at a fair price.

The real salesman, 1928 model, is making good because he is in tune with the trend of rapidly changing times.

#### New Account for Frank Presbrey

The Florida Citrus Products Corporation, Lakeland, Fla., "Honey Moon" grapefruit juice, has appointed the Frank Presbrey Company, New York advertising agency, to direct its advertising account.

#### Paint and Varnish Sales and Advertising Men to Meet

The seventh annual advertising and sales managers' conference of the Save-the-Surface Campaign, representing the paint, varnish and allied interests, will be held at Briarcliff Lodge, Briarcliff Manor, N. Y., May 22 and 23.

#### Candy Account for M. P. Gould Agency

The Klein Chocolate Company Elizabethtown, Pa., manufacturer of chocolate bars, has appointed the M. P. Gould Company, Inc., New York advertising agency, to direct its advertising account.



## THE RECORD for the MONTH of APRIL

**T**HE EVENING WORLD was the only evening newspaper in New York to register a gain in advertising lineage for the month of April. The Record of GAINS and LOSSES is again an evidence of its pulling power for the merchants of the City:

	In Agate Lines
	GAIN      LOSS
THE EVENING WORLD	26,224 —
The Evening Post . . . . .	— 61,184
The Sun . . . . .	— 66,372
The Telegram . . . . .	— 67,378
The Journal . . . . .	— 132,622

Not only has it outdistanced its field since the beginning of the year in advertising gains, but its performance has been a consistent forging ahead for many months, during which its gains have been the greatest in its forty years' history.

**The Evening World**  
NEW YORK



May 10, 1928

The image features a large, stylized graphic composed of several large, black, outlined numbers. The numbers are arranged in two columns: the first column contains '2', '8', and '7'; the second column contains '8', '9', and '9'. Interspersed between these numbers are the words 'Daily' and 'for April' in a bold, sans-serif font. Below the '7' and above the bottom row of numbers, the words 'Morning' and 'and Evening' are written in a bold, italicized serif font. The background of the image is a repeating pattern of the text 'LARGEST CIRCULATION IN BALTIMORE SUN HISTORY'.

**For April, A Gain of**

**35,139**

**in the Average Net Paid  
Daily Circulation of**

**The Sunpapers**

**(Morning and Evening)**

**Over April, 1927**

---

**Average Net Paid Circulation  
Sundays During April**

**194,925**

---

*Everything in Baltimore Revolves Around*

**THE**  **SUN**

**MORNING**

**EVENING**

**SUNDAY**

JOHN B. WOODWARD  
Bowery Bank Bldg., 110 E. 42nd St.  
New York

C. GEORGE KROGNESS  
First National Bank Bldg.  
San Francisco

GUY S. OSBORN  
360 N. Michigan Ave.  
Chicago

A. D. GRANT  
Constitution Bldg.  
Atlanta, Ga.

---

**BALTIMOREANS DON'T SAY "NEWSPAPER"  
—THEY SAY "SUNPAPER"**



# Mother's Day on the Farm

**O**UT on the farms of America, "Mother" is coming into her own. She is the most important individual, and she is the strongest influence in the family life on the farm.

She is not only the homemaker, but she is a business partner with her husband. Also she is the most powerful factor in the social life of the farm community.

Among all the magazines published for women, there is only one that is devoted exclusively to the farm home, only one that farm women may call their own. That magazine is **THE FARMER'S WIFE**. Investigate its possibilities for advertising your product.

## THE **FARMER'S WIFE**

The Magazine for Farm Women  
Webb Publishing Company, Publishers  
St. Paul, Minn.

Western Representatives

Standard Farm Papers, Inc.      Wallace C. Richardson, Inc.  
307 North Michigan Ave.      250 Park Avenue  
Chicago, Illinois      New York City

Eastern Representatives

Member Audit Bureau of Circulations

# The Advertising Agent Belongs in Financial Advertisements

Distribution Is of Uppermost Importance to Business Yet Financial Advertisements Quote No Authorities on the Subject

By Albert E. Haase

WHEN an investment banker seeks to sell stock to the public he tells a story in facts and figures on the business he is financing in copy that is labeled an "offering advertisement."

The facts and figures in such an advertisement are usually quoted from a "president's letter." Generally speaking, the president does not write that letter. It is usually written for him by the banker, from reports made to him by independent and outside authorities — lawyers, accountants and engineers — who have been hired by the banker, by the business being financed or by both.

The banker calls upon such authorities not only for his own protection but also as a sales help. He knows, from long experience, that the reaction of any serious-minded investor to any statement of facts, figures, or opinions that may be offered in his advertisements will be: "Who are your authorities for these statements?" That, in brief, is the reason there appear in offering advertisements phrases such as:

"All legal matters in connection with this issue have been passed upon by Messrs. \_\_\_\_\_

"The books and accounts of the corporation have been audited by \_\_\_\_\_, certified public accountants.

"Physical assets have been appraised by \_\_\_\_\_, engineers."

Not every advertisement offering securities will always make mention of outside and independent law, accounting and engineering firms. Some stop with the mention of lawyers; some with mention of lawyers and accountants. As a rule, the types of authorities who are consulted stop with the three different professions already mentioned. The exception to this statement is in the case of a public utility. In an offering advertisement on a public utility mention may be made that a favorable opinion on the transaction in hand has been given by a State or Federal Commission having jurisdiction over the business whose securities are being offered to the investing public.

Are these three types of professions — law, accountancy and engineering — sufficient today? Should the banker and investor go further afield in order to check the soundness of business in which he invites the public to participate? These three types of independent authorities were sufficient twenty years ago — yes, perhaps only ten years ago. There have been some drastic changes in the investment banking field in the last ten years and

some very decided changes in the whole business structure in that period. Perhaps a quick glance at the changes in both of those fields will furnish an answer to the question that has been raised.

Within the last ten years, in the investment banking business, common stocks have passed bonds and preferred stock in importance. The public has shown a preference for so-called junior securities and the investment banking business has been giving the public what it wants.

A comparison of industry today with industry of even ten years ago brings a picture of terrific change. Established systems of trade organization have been dislocated and upset. The wholesaler and jobber have been waiting for doomsday to appear. Chain stores have increased and multiplied. Style has entered into products never hitherto regarded as being susceptible to that factor with such a flourish that it has destroyed businesses which paid no attention to it. The use of advertising, by both manufacturer and retailer, has grown by leaps and bounds and has greatly decreased the personal factor in business. Instalment selling has thrown markets open that once were closed as tight as a clam. One whole industry after another has organized to sell its product as a unit against products of other industries. For such tremendous changes in the world of commerce the battle for new markets and greater markets is to blame. In other words, the problem of distribution is the uppermost problem of commerce today.

The selling ability of American industries and the public's demand for common stock are tied together. Selling ability made American business highly prosperous. Take the word of an investment banker, Paul M. Mazur, of the firm of Lehman Brothers, for that statement. In the last chapter of his recently published book, "American Prosperity," he says: "Today American prosperity exists through high-pressure selling." This great prosperity of American business which exists

through intensive selling, could not be shared with the holder of bonds and preferred stocks. It could and it was shared with holders of common stock.

It can, therefore, rightfully be said that today every investor in common stock is gambling on the selling ability of businesses in whose common stock he has invested his money. The banker who issues such common stock is gambling on the selling ability of those businesses. Nevertheless, no stock offering of today gives the benefit of the opinion of merchandising authorities on the merchandising policies, facilities and abilities of the business that is seeking public financing.

Lawyers, accountants and engineers still march in endless procession through security advertisements as they did when bonds were the staple product of the investment banking business. Their opinions are still necessary and vital on questions which fall into their sphere. They do not and cannot, however, answer, either individually or collectively, for the soundness of a merchandising policy.

If it is granted that distribution is the uppermost problem of American business; if it is granted that the reason for the attractiveness of common stocks can be traced to the ability that American business has shown for intensive selling, and if it is granted that lawyer, accountant and engineer are not qualified, singly or collectively, to pass on the merit or soundness of merchandising policies, plans and abilities, then it follows that authorities on the score of merchandising should be used today in passing on the soundness of opinions and statements on merchandising which are given in advertisements offering securities to the public for the protection of both banker and investing public.

Where can the investment banker turn for an outside opinion on the soundness of the merchandising ability of the company that desires public financing? The centralized source for such ability is to be found in the advertising agency. There is no other single



# Charles Francis Press

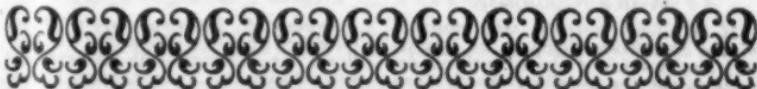
Printing Crafts Building

461 Eighth Avenue

New York

•

A PRINTING SERVICE  
THAT—IN MEN AND  
MACHINERY—IS AMPLE  
FOR ANY ASSIGNMENT



institution in American business that knows as much on the subject of merchandising as does the advertising agency. It is in the same position on that score as the lawyer is with regard to law; an accounting firm with regard to accountancy, and an engineering firm with regard to engineering. Like them, the advertising agent has built his knowledge on the subject in which he specializes by the continuous handling of specific cases. He is as practical in his sphere of operation as they are in theirs. His only real assets are the same as theirs—integrity of character and ability that is measured by performance.

### Door Account for Botsford-Constantine Agency

The Western Door Manufacturers Association, recently formed by eleven door manufacturers, has appointed the Seattle office of the Botsford-Constantine Company, Pacific Coast advertising agency, to direct a national advertising campaign on the Douglas Fir door. Magazines and business papers will be used.

### Clinton Carpet Company Brings Out New Product

The Clinton Carpet Company, Chicago, manufacturer of "Oxite" rug and carpet cushion, has brought out a new product known as Oxite LinoLiner, a hair liner for laying linoleum. Advertising for the new product is being planned by Ludgin & Salinger, Inc., advertising agency of Chicago.

### Pittsburgh Plate Glass Appoints Frank W. Judson

Frank W. Judson, formerly manager of the Omaha branch, has been appointed director of sales for the Pittsburgh Plate Glass Company, with headquarters at the company's main offices in Pittsburgh.

### J. B. Johnstone to Join Erwin, Wasey

J. B. Johnstone, of the Gardner Advertising Company, St. Louis, will join the New York office of Erwin, Wasey & Company, advertising agency, on June 1.

### M. W. Jones with Hamilton Watch Company

M. W. Jones, recently sales manager of the Studebaker Company of Lancaster, Pa., has joined the advertising department of the Hamilton Watch Company, of that city.

### Bureau of Advertising Appoints Western Manager

H. W. Blakeslee has been appointed to succeed F. Guy Davis as Western manager of the Bureau of Advertising of the American Newspaper Publishers Association. Mr. Davis has been directing the affairs of the Chicago office since 1921 and, following his resignation, is expected to make his permanent residence on the Pacific Coast.

Mr. Blakeslee was formerly with the Berger Brothers Company, Chicago, later joining the Barclay Corset Company, Newark, N. J., of which he was general sales and advertising manager. He will spend several weeks at the New York office of the Bureau preparatory to taking over the management of the Chicago office.

### Advanced by Bloomington, Ill., "Pantagraph"

J. M. McMurry, recently manager of the advertising department of the Bloomington, Ill., *Pantograph*, has been made business manager. He has been with the paper since 1882.

Perry J. LaBounty, manager of local advertising and assistant to the advertising manager, has been appointed to succeed Mr. McMurry as advertising manager.

### W. G. Pollock with "College Humor"

William G. Pollock, formerly Eastern sales manager of the Ives Manufacturing Corporation, Bridgeport, Conn., has joined the New York office of *College Humor*. He will cover New York City and in addition will have charge of New Jersey, Philadelphia and South territory.

### Sharples Company Appoints Ruthrauff & Ryan

The Sharples Company, West Chester, Pa., manufacturer of separators, clarifiers, emulsifiers and milking machines, has appointed the Chicago office of Ruthrauff & Ryan, Inc., advertising agency, to direct its advertising account.

### Corona Pen Company Appoints Milwaukee Agency

The Corona Pen Company, Antioch, Ill., manufacturer of Corona fountain pens, has placed its advertising account with Klau-Van Pietersom-Dunlap-Younggreen, Inc., Milwaukee advertising agency.

### "Lumber & Building Supply Dealer" Changes Page Size

*Lumber & Building Supply Dealer*, published by the Industrial Publications, Inc., Chicago, with its next issue will change to a type page size of 7 inches by 10 inches.



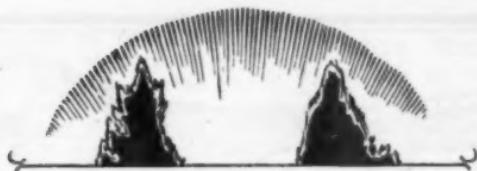
# When the Tide turns

FLORIDA exports more than 92,000 car-loads of fresh fruits and vegetables from October to June. But the "food tide" doesn't flow in one direction only.

When the tide turns, Florida imports food-stuffs from the north and west to tide over the summer. More than this, there is a tremendous market for canned foods all the year. In Jacksonville alone 27,000 families stock their larders with products they see advertised in the Florida Times-Union. This industrial city—key to the Florida market—works and eats all the year. And don't forget the "food tide" leaving Florida in the winter leaves in its wake millions of dollars to be spent by farmers, shippers and others.

*National advertisers can reach not only the rich Jacksonville market with complete coverage but reach out into the whole state of Florida through—*

**The Florida Times-Union**  
JACKSONVILLE, FLA.



**WHEN A NEWSPAPER  
TRAVELS THE 'LONG ROAD' TO SUCCESS  
IT SHORTENS THE WAY  
FOR THE ADVERTISER**



**W**HEN a newspaper that has been established upon sound principles — has the courage to let the passage of years prove its merit.

When it stands the test of worth, of service, of dependability, year after year.

Building carefully and unhurriedly; winning confidence over the long road.

Then that newspaper shortens the way to sales for the advertisers using its columns.



The Philadelphia Evening Bulletin had only a few thousand circulation in 1895. But its publisher had a vision—  
Of a newspaper that would represent Philadelphia, in character, in tone, in

*The Philadelphia market:  
600,000 homes. The  
Bulletin: More than  
500,000 circulation daily.*

Det.  
San.  
Cop.



*Chestnut Street, the exclusive shopping district of Philadelphia. Of the 164 retail shops in this district that advertise, 146 use The Evening Bulletin.*

expression and spirit; that would recognize this clear-thinking people,

A fine newspaper! Presenting news without bias or coloring; without sensational writing or scarehead display.

And sold like any fine product, on its merit alone. Without premiums, prizes or circulation contests to inflate its sales.

A few thousand readers became fifty . . . one hundred thousand. Each year, in increasing numbers, people turned to The Bulletin. In ten years a quarter-million circulation was reached.

Today, after a third-century, more than half a million read it daily—a copy to nearly every home. The largest by far in its city. One of the greatest in America.

The character of such a newspaper is bound to add to the value of an advertiser's message.

For the newspaper that travels the long road to success—that builds permanently and substantially—shortens the way for the advertiser.

# The Evening Bulletin

City Hall Square

**PHILADELPHIA**

Detroit Office: 321 Lafayette Boulevard  
San Francisco Office: 681 Market Street

New York Office: 247 Park Avenue  
Chicago Office: 333 N. Michigan Ave.

Copyright, 1928, Bulletin Co.

# POINTED WORDS

**J.H.CROSS CO.**

Advertising Agency

1700 WALNUT STREET  
PHILADELPHIA

March 2, 1928

The Times-Picayune,  
New Orleans, La.

Gentlemen:

We are once more under obligation to you for the splendid co-operation you have given us in connection with the He-No tea advertising in your publication. We feel that the splendid success of the campaign is probably due as much to this co-operation as to the paid publicity which is appearing in the columns of The Times-Picayune exclusively.

Very truly yours,  
J. H. CROSS COMPANY

*Another letter to prove our point: that the New Orleans market  
is The Times-Picayune's own!*

\* \* \* \* \*

1928 is the second year in which He-No tea advertising has appeared exclusively in The Times-Picayune in New Orleans. Once a week, as regularly as the weeks roll around, New Orleans housekeepers have found an attractive, appetizing, seasonal He-No tea message and the result has been ..... success.

Daily 93,227

Sunday 129,359

## The Times-Picayune

In New Orleans

Member 100,000 Group of American Cities, Inc.

Member Associated Press

Representatives: Cone, Rothenberg and Nee, Inc.

Pacific Coast Representatives: R. J. Bidwell Co.

Editorial  
Club  
with  
art.  
May

# "Shall We Join the Ladies?"

What Women Are Doing to Influence Advertising Trends

By Vaughn Flannery

Art Director, N. W. Ayer & Son

WOMEN of today are different. Their work is different. Their leisure hours are spent differently. Their outlook is very greatly changed by new factors in their existence. Because of this, the appeal to their buying instincts, while remaining on the same economic basis, must be revamped to suit these newer conceptions.

There are some manufacturers who believe that the good old noble masculine ideas regarding products will interest women. Those manufacturers are the old guard. The men who are abreast of the newer things realize that if color is wanted, they will get color. That is borne out in the kitchen-utensil field.

From a perusal of many women's magazines, it is increasingly evident that advertising agents have a lot to learn from the editorial departments of these magazines. These departments are constantly pointing out things that are far in advance of what the manufacturer is calling attention to in his advertising pages a little farther back. It is the duty of the agency to keep as much abreast of the times as these editorial departments, so that it may render full service to its client, the manufacturer.

At the fashionable dinners of a few years ago when the ladies withdrew to the drawing-room, the gentlemen sat for a while over sherry and cigars. Women don't do that any more. They sit right with us. They are a part of whatever conversation arises and the men more often listen to them. The advertising agency, as well as the manufacturer, is faced with the problem of pleasing the ladies.

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Excerpts from the first of a series of lectures sponsored by the Art Directors Club of New York, held concurrently with its annual exhibition of advertising art. The next lecture will be given May 14.

Perhaps it would be a good idea to get more of them in the business. Men may be all right if they are students of women, but the trouble is, few of them are.

In advertising, it seems that men are interested in realism. Women are interested in the decorative. But the men are being influenced. They are slowly coming to join the ladies. Take this advertising exhibition as an instance. Two years ago, and last year, for the most part, the illustrations were plain representations of fact. This year shows pictures done from the decorative side. There are few really masculine pictures present. I do not believe the show is "modern." The show has called for more imaginative work from ingenious people. The trend to photographs is interesting. Here is a medium that is frankly realistic but the examples shown are all decorative.

There are many who are reluctant to accept the new trend, but a study of the newspapers and magazines shows which way the wind is blowing. The thing that should interest the American manufacturer is this so-called modern movement. It is called modern, but it is merely the beautifying of an article *per se*. And this new tendency in design is most interesting to women. This must be recognized.

It is a fact that the manufacturer who faces the problem of doing his line over and accepting the newer modes doesn't know where to turn. The agency should be the one to help him in this dilemma. It should show him how and where to get his designs. He is facing a real problem. He has never met anything like this before. He is frantic because some competitor has stolen a march on him and it is hurting his business. This is one place where the agency can be of great assistance.

# Treat Your Foreign Selling Agent as You Would Your Salesman

Exporters Too Often Look Upon Their Distributors as Customers Instead of Selling Agents

By G. R. Parker

President, Parker, Peebles & Knox, Inc., Exporter and Importer

LACK of co-operation between a manufacturer and his foreign distributing agents may be generally traced to a single cause, and that is largely psychological. It consists primarily of a mental picture which visualizes the foreigner as a wholly different species of human being from that found at home. While it is, of course, true that different requirements and preferences exist, precisely as they do in different parts of this country, and it is necessary to cater to them, this in no way alters the fact that human nature is largely the same the world over. Too often there is a tendency to regard one's own distributor as if he were a hard-boiled customer to whom sales are being made under great difficulty, rather than as an integral part of the manufacturer's organization, through whom goods are being sold to others. The difficulty disappears when the distributor is regarded and treated just as if he were a salesman traveling out of the home office.

It would seem to be almost unnecessary to point out the importance of so regulating prices and discounts as to assure adequate protection to different classes of buyers. The small retailer is not entitled to the same discount as the large wholesaler, and neither should be quoted without protection for the authorized agent if there is one. Nothing tends to break down good-will, or demoralize an established trade more rapidly, than indiscriminate quotations and sales. A single illustration of the correct procedure will suffice.

A manufacturer appointed sales representatives in a certain market, though the understanding was in

the nature of a gentleman's agreement. Some fair results were produced. Then came a very large order direct from the field, accompanied by a confirmed letter of credit amply sufficient to cover. The temptation to fill a large cash order was very great. But the manufacturer very wisely concluded to decline the business and refer it back to his agent. It afterward developed that the order came from a combination of several customers who had pooled their interests for the very purpose of seeing if they could not save themselves the selling commission. The action of the manufacturer enhanced the good-will and confidence of his agent, and far from resulting in loss of business, tended rather to stabilize his market.

## KEEP YOUR PROMISE

Promises of shipment should, insofar as is humanly possible, be rigidly adhered to, and it is important to specify clearly whether the delivery date is from factory or seaboard. It must always be remembered that ocean transport alone may require anywhere from thirty to sixty days or more. To this must be added the time in transit by rail, frequent delay in connecting with steamer, and at the other end, clearance through the port of entry. Unfortunately, customers are all too prone to consider only the total period from date of placing order to date of receipt of goods. The result frequently tends to divert business to local manufacturers or to competitors in nearby countries.

The time required to establish a line of goods in a distant market is frequently misjudged. Salesmen have called at our New York office about a month after leaving catalogs to inquire if any orders

Portion of an address before the National Foreign Trade Convention at Houston, Texas, recently.

had resulted. The prospective market might be Cape Town, to which point the mail had not even yet arrived.

There is another annoying feature in which the time required is involved. Original samples may be dispatched, and orders come in three or four months later. It is then exasperating to find that patterns or designs have been discontinued and can no longer be supplied. To substitute something "just as good" or even "better" is hazardous, and likely to result in a claim or loss of good-will, or both.

It is important that price changes also take into account the time element. Upward revision should be preceded by ample notice, and it is often necessary to strain a point in accepting orders based on a prior and lower schedule. Conversely, no greater co-operation with distributors and customers can be shown than in giving them the benefit of price reductions. If an order comes in with higher prices specified than those in force, the temptation to make an extra profit should be promptly suppressed. The confidence and good-will engendered by invoicing at a lower figure than the buyer expected to pay is worth many times the extra profit.

#### SELECTING EXPORT AGENTS

The selection of export agents is one in which the greatest care is essential. It must always be remembered that stationery and a typewriter are comparatively inexpensive, and that not infrequently they comprise the total assets of an agency applicant. A case in point is that of a clever swindler in Venezuela, who placed considerable orders specifying as terms of payment cash against documents, i.e., sight draft. This seemed safe enough to several of the uninformed, and his orders were filled. As bills-of-lading in Venezuela are not negotiable instruments, he had no trouble in securing possession of the goods, but none of the drafts was ever paid. The process was continued for some time by the simple process of printing new stationery with a different name.

#### Canada Reduces Sales Tax on Advertising Material

A reduction of the sales tax on advertising matter and changes in regulations concerning indications of country of origin on printing matter have been approved by the Canadian Postal Administration. The sales tax on advertising matter has been reduced to 3 per cent and blind-embossed or die-stamped indications of the country of origin on printed or lithographed matter imported into Canada, it has been decided, will not be accepted as satisfactory compliance with the Canadian provisions for the marking of imported goods.

#### New Accounts for Milwaukee Agency

The Milwaukee Motor Products Company, Inc., Milwaukee, manufacturer of timers and Tru-Way valve reseater pilots, has appointed The Koch Company, Inc., advertising agency, of that city, to direct its advertising account. Business papers and direct mail will be used.

The King Company, Chicago, manufacturer of street lighting equipment and King Ferronite standards, has also placed its advertising account with the Koch agency. Class publications and direct mail will be used.

#### Industrial Rayon Appoints Bruce Griffin

The Industrial Rayon Corporation Cleveland, has appointed Bruce Griffin assistant sales manager at that city. He formerly was a partner of Dalglish & Company, who represented Industrial Rayon in New York territory.

#### E. C. Vick with Sherman & Lebair

Edward C. Vick, until recently manager of the advertising agency division of the A. T. De La Mare Company, Inc., New York, has joined Sherman & Lebair, Inc., New York advertising agency, as an account executive.

#### Joins Refrigerator Sales Corporation

Alfonso Johnson, for the last four years business editor of the Dallas, Tex., *News and Journal*, has been made vice-president and general manager of the Refrigerator Sales Corporation, Tulsa, Okla.

#### Bon Ami First Quarter Profit Gains

The Bon Ami Company, New York, and subsidiaries, for the first quarter of 1928, report a net profit of \$296,131, after charges, against \$284,741, for the first quarter of 1927.

## Shall We Start a Matrimonial Bureau?

KINGSTON, RHODE ISLAND

*Editor of PRINTERS' INK:*

I am looking for the girl I love. And she is the Mazda Lamp lady of the billboards, who was photographed for the Edison Lamp Works. The dress and color scheme are in blue and orange, photo enc.

Since I know you folks know about all there is to know about the folks in advertisements, I am writing to you to know if you can supply me with the name and address of this charming woman. Please do not break my heart by sending me back to the Edison Lamp Works. These hard hearted cusses there denied the truth of their own advertising, and when I went there refused even to give her name.

This woman, I am told, was at one time in the Ziegfeld Follies, also traveled for the Edison Lamp Works, also at one time was a humble lamp worker in the factory at Harrison, N. J. The Forbes Company of Boston is the lithographing firm that did the work on the posters.

I would most sincerely appreciate any information and would reward you for your kindness.

Sincerely, a truth seeker,

C. B. E.

**UNFORTUNATELY**, we are unable to help Mr. C. B. E. in this interesting situation. Romance and adventure breathe from every line of his letter but Cupid's darts are outside the province of our research department. We wish, however, to call the attention of Mr. C. B. E. to a case somewhat similar to his which a newspaper recently reported. A romantic young Italian discovered the girl of his dreams on an American poster in Italy and taking ship he came to this country on a long quest for the lady. When finally he discovered her somewhere in the Bronx she had him arrested for annoying her. These girls of dreams have a way of not acting exactly as they do in the novels or in love stories.

On careful consideration it seems best that we do not open a matrimonial bureau at this time, so we are running Mr. C. B. E.'s letter with these brief comments, and merely because we hate to throw any added obstacles in his way. Perhaps, contrary to all our hard-hearted predictions, he may even-

tually find the former "humble lamp worker," now the beautiful poster girl, and live happily ever after. Who can tell?—[Ed. PRINTERS' INK.]

## Rubberoid Absorbs H. F. Watson and Continental Concerns

The Rubberoid Company, New York, Rubberoid roofing, has purchased the H. F. Watson Company, Erie, Pa., and the Continental Roofing and Manufacturing Company, Baltimore, Md., and Mobile, Ala. The combined companies will operate under the name of the Rubberoid Company, but each will maintain its identity and will function as separate units with the same executives and personnel as formerly.

## B. E. Esters Joins Houlton, Me., "Times"

Bernard E. Esters, recently advertising manager of the Hartman Shoe Manufacturing Company, Haverhill, Mass., has purchased an interest in the Houlton, Me., *Times* and become director of its advertising department. He has been active in newspaper work for the last seven years, having started with the Houlton *Times* and later serving on the Springfield, Mass., *Republican*.

## C. C. Winingham Agency Appoints G. E. Stedman

Gerald E. Stedman has been appointed director of market planning of C. C. Winingham, Inc., Detroit advertising agency. He was formerly general field manager of the Whole Grain Wheat Company, Chicago. His most recent connection has been with the Grenell Advertising Agency, Detroit.

## Homer McKee to Direct Stenotype Account

The Stenotype division of the La Salle Extension University, Chicago, has appointed The Homer McKee Company, Inc., Indianapolis advertising agency, to direct its advertising account. A campaign in magazines will be started the latter part of May.

## New Account for Milwaukee Agency

The Moore Speed Crane Company, Chicago, recently acquired by the Manitowoc Engineering Works, Manitowoc, Wis., has placed its advertising account with Hannah-Crawford, Inc., Milwaukee advertising agency.

## H. V. Anderson with "The Architectural Forum"

Harry V. Anderson, formerly with the merchandising department of the *New York News*, is now on the advertising staff of *The Architectural Forum*.

**Bankers, too,**

have increased their advertising schedules in  
The Birmingham News and Age-Herald—

During the first three months of 1928, financial advertisers have increased their lineage in The Birmingham News and Age-Herald 61,222 lines. While the third paper suffered a 33,000 line loss.

Bankers—men who know the value of every cent, and who watch the returns every dollar brings have found that their "advertising dollar" placed in The Birmingham News and Age-Herald becomes a producer—an investment.

[ Photo, First National Bank Building ]  
RESOURCES, \$45,000,000.00



**The Birmingham News  
AND  
AGE-HERALD**

*The South's Greatest Newspaper*

MORNING

EVENING

SUNDAY

National Representatives

**KELLY-SMITH COMPANY**

Boston—Philadelphia—Atlanta—New York—Chicago



# Greatest ADVERTISING GAINS *In Four Months*

The New York Times in four months this year published 10,341,078 agate lines of advertising, a gain of 555,954 lines over the corresponding months of 1927—a greater gain than any other New York newspaper, morning or evening.

The Times gain equalled the combined gain of three other standard-size New York newspapers and was nearly three times the gain of any other one New York standard-size newspaper.

*Thousands of lines of advertising are excluded from The Times monthly because the announcements do not meet the requirements of The Times censorship standards.*

## The New York Times

*Net Paid Sale*

Weekdays 405,707      Sundays 700,925

**OVER**

AND

**UP**

**UP**



FRED WEISNER  
of Georgetown University is here doing what Twentieth Century American Civilization is doing with the living standard.

A report published here recently by the U. S. Bureau of Internal Revenue says, "The American Public enjoyed the highest standard of living in the world last year." It had \$27,000,000,000 more to spend in 1926 than in 1921 . . . a rise of 43 per cent.

Washington pockets hold their fair share or more of the Nation's prosperity.

European trade outlook . . . greatly influenced by Washington . . . has been pronounced the most favorable since the war.

To make your product popular in Washington is to introduce it to the world.

Advertise consistently through the seventy-odd thousand paid circulation daily . . . the eighty-odd thousand Sunday in

## The Washington Post.

*The first thing each morning*

PAUL BLOCK, Inc., National Advertising Representative, New York,  
Philadelphia, Chicago, Boston, Detroit and San Francisco.



buying habits of customers and potential customers are. I don't mean there is always an apparent need for a certain item, but investigation of what is going on among the buyers, plus advertising, will build up such a need for a product, which can then be made and can be sold because the sales department has sensed the opportunity for making it. The production mind in control results in the piling up of inventory and very often a lost opportunity to seize upon a new market which is far better than the old.

The point I am trying to make was well summed up by A. W. Shaw in an incident he used recently in the *Magazine of Business*. He was telling about a vaudeville actor who had been talking to him. The vaudeville man told him a successful sketch is always built backward. The writer of such sketches starts at the final curtain and builds back to the entrance. "The applause at the curtain is what keeps you on the bill, so you have to plan to make sure of that before anything else. And if you do make sure of that, the building of the sketch is comparatively simple," said the actor.

In the same way, the applause of the final buyer is the only thing that makes production profitable. Unless a man builds backward from the sale to the production he is likely to be going up a blind alley.

#### ADVERTISING'S PART

Advertising plays one of its most important functions in speeding up this motion backward from the curtain; or from the applause at the counter to the start of the production in the factory. Without advertising the whole process of business would be slowed up. If a man did discover that some of his by-products could be made into toys, for example, he would have a hard time doing anything about it. His production would be going ahead in one direction. His new knowledge of what there was a possibility of selling out in the field would be practically useless because he might go broke long before he changed his production

processes. By building sales backward and by selling the need first to the public, advertising and selling have taken the important lead away from production, as I see it.

Forty to fifty years ago our company was making the old-fashioned box coffee mill. We found there was a lot of scrap wood left over. With the scraps we started to make a few toy coffee mills, at the same time utilizing our gray iron foundry to make a few additional castings for these toy mills.

That was merely a start. We were still going ahead on the basis of forcing our production ahead on the old products and merely putting out a few samples of the new idea to see what would happen.

Children liked the toy coffee mill, so our next step was to build iron banks for children. Then we got into the manufacture of cast-iron pile drivers, dump and circus wagons with horses, fire engines, small trains, jackstones, and coal ranges made of iron; also a few wood toys such as bowling alleys, rifle ranges, siege guns; and mixed wood and iron, such as toy lawn mowers.

In the meantime our main production was still in our various other lines. We were selling our molding machines and foundry equipment then, as now, through specially trained men in that line of work. It had represented the most profitable and largest volume in dollars and cents of our products. But following the unusual expansion during the war period, this part of the business has gone back very materially. For many years, we had only one salesman handling practically all of the toys we made, with slight help from other salesmen and representatives in the larger centers who pushed our coffee mills, mop handles, stove trimmings and general hardware lines.

But it was not until late in 1921 that we really started operating on the principle of building our business backward from the sales end to production. In that year, beginning with our toy yellow cab, we started production at the sales end and have since worked it back to raw materials. We saw a real

Yellow Cab on the streets of Chicago in 1920, and about a year later, we made a toy cab to look just like it. At that time our main items were spring lever mop handles, coffee mills, small hardware, brass refrigerator hardware, together with molding machinery and foundry equipment.

At the time we got into the manufacture of the toy yellow cabs in 1921, we didn't run more than one-fifteenth to one-twentieth of what we do now on iron toys. In fact, this toy proposition was only a side line, and seemed a good deal like an orphan child. It probably represented then less than 5 per cent of our output. During the period of the world war and immediately following, iron toy orders were considered of little value to us. We did not hesitate to cancel orders for toys or refuse them in the "sellers' market" days, when we were swamped with orders in other lines.

Almost immediately on entering the iron-toy field with new items, we were up against a merchandising problem. Should we make it cheaply and get into the price fight, or should we make it of excellent material and finish it exactly as we thought the children wanted, following the lines of the real Yellow Cab in every way and trying to take it out of the price class by trading up? It was seriously contended that the stores could not sell these toy yellow cabs at retail for more than a dollar, if that. But the stores and others did literally sell hundreds of them a day at \$1.50 each and higher. Since then, our toy items have gone up and up in price until they have reached \$10 for the furniture sets.

Our solution to this question was again an inspiration from the sales end. I insisted on quality and a high grade finish. We went into national advertising the following year (1922) still working backward, never having advertised our toys nationally prior to that date. In my opinion, the public never knows exactly what it does want until the product is shown and advertised. No one ever really demanded red fountain pens or ex-

pensive desk sets until Parker and Sheaffer showed them. They really did want such things if they could find them. The parent and child public also liked our toy yellow cab and started to buy it. Next we made the iron toy Fordson tractor, because we surmised children would like to have such things. Our slogan was then, as it is now, "They Look Real." In both instances, we obtained permission of the manufacturer of the larger product to use its trade name on our toy simulations.

#### USING ASSORTED COLORS

Still building our sales backward from the customer in the field, we were the originators in the toy industry of the assorted color scheme. One can imagine the attitude of the production end of our business when it was suggested by the sales department that we make these toy miniatures in all colors of the rainbow. Horror of horrors; perish the thought! We started gradually with one or two color combinations, but we soon found the assortment gave the display of our toys a very different appeal. Still building backward from the applause at the curtain in the form of cash at the retailers' counter, we started to make simulations of other products owned by the fathers and mothers of the children. For example, we brought out a toy Oliver Plow and Whitehead & Kales Trailer to go with our toy tractor. Then we added rubber tires to the tractor; and later this rubber-tire feature was used with all models of our automotive toys. Then came the various Ford car models and the Fageol Safety Coach Bus. We followed with other toy automobiles, buses and trucks.

While we didn't realize it at the time, the cast iron division of the toy industry was formerly quite a joke with the other toy manufacturers. Some of the ideas which we originated and followed sounded radical to our friends and competitors in the business. But realizing the way to build production was from the sales end backward, we didn't worry about it and so long as it got us the volume which

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More Than  
200,000  
Daily

# Los Angeles Examiner

More Than  
440,000  
Sunday

5c. DAILY

MAY 10, 1928

10c. SUNDAY

## FIGURES PROVE BUSINESS NOT SLOW IN L. A. IN SUMMERTIME

### 700,000 PEOPLE HIE THERE FOR VACATIONS

SUMMER approaches! Manufacturers of non-wilting collars, electric fans, ice cream cones, bathing suits, instruct their cashiers to augment the staff and prepare for a big season. All over the nation the companies that have been doing a big winter business begin to feel badly. June, July and August always give them a pain.

### EXCEPT IN LOS ANGELES!

Los Angeles is the twelve-months-a-year market, where winter never comes at all, where everything that is sold, is sold every month; where automobiles are never put away, and a trip to the beach is as enjoyable in November, as in July.

#### *Building Permits Higher*

There'll be 700,000 people added to the population of Los Angeles during the three big summer months this year. Instead of GOING AWAY from Los Angeles for a vacation, people hurry there, lured by mountains, seashore, networks of auto roads, shadowed canyons, streams beside palm groves.

Building permits last summer, as one example of Los Angeles' contrariness, were about \$5,000,000 higher than the three so-called winter months before. Bank clearings were only 5% less, despite the fact that December and January see most of the Christmas checks cleared.

Start planning, right now, to keep the wheels moving during the summer months. DON'T slow down just because it's warm where

**EXCLUSIVE!**



THE Pacific Coast Club in Long Beach, is one of the most magnificent and exclusive organizations of its kind in the West. Long Beach, a city of 140,000 people, is within the Examiner Region.

you are. Remember Los Angeles and schedule a campaign for its market influence, right away.

### "ADVERTISE IN A GOOD PAPER," SAYS BRADLEY

QUICK action; immediate sales! That's what an advertiser wants. The Bradley Wise Paint Company of Los Angeles knows how to get it in the fifth greatest American market. Read this, from E. A. Bradley, president of the organization:

*"The remarkable response from the FLEX advertisements placed in the Examiner and one other Los Angeles newspaper prompts me to express my real appreciation of your paper as an advertising medium."*

*"Within 24 hours after the advertisement appeared introducing FLEX as the first practical, quick drying, easy brushing finish, requests for samples, names of dealers and hundreds of orders began pouring in."*

*"You have demonstrated conclusively that if you want the world to know about a good product, advertise it in a good newspaper."*

would keep us profitably employed and seemingly rendered a service to the public, we didn't care what changes we had to make in the production end.

We then added miniature household furniture reproductions, starting with a toy Roper gas range. We built up a complete kitchen set; with such other items as the Leonard refrigerator, Crane sink, Curtis dining alcove and Boone kitchen cabinet, and table and chairs. Now we have added electrical items to a new set, such as the Hotpoint range, Frigidaire ice unit, and the Kohler electrical sink. All of these are supplied in attractive new colors. Our foundry and plant were equipped for making this type of toys and we realized the big manufacturers who had made little boys' and girls' parents familiar with the nationally advertised improved products offered us a good reason why we should make the simulations "look real" for the children. Every time a manufacturer advertised his own trade-mark, we, with our actual reproduction of his bigger product in miniature and with his trade-mark on it, are helped by his advertising, and he, we feel sure, is being helped by ours; for the boys and girls of today will surely grow up to be the men and women of tomorrow.

The toy yellow cab led us into making simulations of all other products of that concern, such as a cab bank, yellow parlor coach, double deck coach, yellow express and parcel delivery trucks. In addition to the items mentioned, we make for children's playthings such items as the International Harvester Company's McCormick - Deering models of tractor, plow, truck, wagon and thresher—this being the only known toy thresher in the world. Also Mack dump truck, buses, fire apparatus and hose wagon, products of the International Motor Company. New Ford car models, Buick coupe and sedan, Chevrolet sedan, coupe and truck play an important part in our automotive miniatures. The A. C. F. street car bus, White Six bus, Austin road roller and scraper,

Toledo scale, Fairbanks-Morse engine, Loth range, toy policeman, Andy Gump in 348, Chester Gump and pony cart, etc., etc., are other popular items in this new line of iron toys.

To the doll furniture line of modern kitchen items, we have added (all in cast iron), a complete Crane bathroom set; a Simmons bedroom set, and a laundry set featuring the Thor washer and Thor ironer, with a chair, Standard Sanitary dual tray, Hotpoint hot plate and boiler. We are making simulations of other nationally advertised products on the basis that we have found out the youngsters like exactly what their parents buy.

One advantage of our plan of building backward is that suggestions for additions to the line can come from the salesmen and through the salesmen from the trade, and to the trade from their tiny little customers. If the addition of new items were left entirely to the production mind in our business, as it is left in some other industries, we would never have discovered the vast possibilities of this market which was just around the corner from us and which we were able to serve with the same machinery and equipment.

What has been the result of building a new line of toys backward into an old industry? When we started consciously to go back into production from the sales end, our total volume of all products ran somewhat over \$1,000,000 annually. That was in 1920. The largest division at that time was our molding machines and foundry equipment. In addition we made stove trimmings, refrigerator brass hardware, spring-lever mop handles, and so forth, including only a very small volume of these cast-iron toys, the genesis of which I have outlined.

After the advent of our toy yellow cab in the fall of 1921, our cast-iron toy division began to take on new life. Finally in the years of 1926 and 1927 it had jumped from practically nothing up to a total volume nearly equal to that of all the other products we made

*Monarch of the Dailies*

## *In San Francisco . . .*

**4 Families out of 5 read  
the Sunday Examiner!  
1 Family in each 2 reads  
the Daily Examiner!**

**N**othing could more clearly show the universal appeal made by The Examiner to the people of San Francisco than this—in the city as a whole, and in practically every individual section, this paper is read by the vast majority.

No other newspaper, morning or evening, approaches this coverage in the city, still less throughout the rich Retail Shopping Area of San Francisco in which The Examiner circulation is supreme.

# **San Francisco Examiner**

**Daily, 186,372 - - - Sunday, 360,764**

THURSDAY, MARCH 29, 1928

# EXTENDS CITY ON 30-MILE RADIUS

C. of C. Report Asks 1930  
Census Consider This as  
Metropolitan Area.

A great semi-circle with Cleveland as its center, the south shore of Lake Erie as its diameter and a radius of 30 to 40 miles from Public Square, constitutes the Cleveland "metropolitan area" which the federal census bureau will be urged to recognize in 1930 as the section dominated by Cleveland industrially, economically and socially.

This definition was contained in a report made yesterday to directors of the Chamber of Commerce by the committee on metropolitan government, of which John L. Young is chairman.

A 30-mile radius from Public Square would touch approximately the county seats of six counties: Painesville, Lake County; Chardon, Geauga; Ravenna, Portage; Akron, Summit; Elyria, Lorain, and Medina. A 40-mile radius would include practically the whole of these counties. Somewhere between those two radii, the Chamber committee believes, lies the boundary of the true Cleveland metropolitan area, which could be recognized in census reports.

The committee arrived at its

GIRL W.  
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cause they have studied the

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And now the Cleveland

Chamber of Commerce joins the

the ranks of those who pub

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Ten \$10 prize

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tentative definition through data

furnished by the United States De

partment of Highways, and the De

partment of Agriculture. The data

was gathered in the Cleveland

regional traffic survey conducted by

the federal highway division. The

complete federal report will not be

issued until June, but engineers

furnished the committee with ad-

vance information.

Denies Receiver Request

The motion of Sam D.

of Cleveland

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Reproduced from the usual

Cleveland Plat

Dealer of March 2

1928.

THE  
CHAMBER  
SAYST'

# The Cleveland P

Detroit • Atlanta  
San Francisco

F I R S T   A D V E R T I S I N G   U Y

NATIONAL ADVERTISING  
250 Park Avenue, New York City N. Y.

# CLEVELAND CHAMBER of COMMERCE CITY'S "TRUE"!

Cleveland's newspapers which  
join in telling the story as released  
for publication by the com-  
mittee on metropolitan gov-  
ernment of the Chamber of  
commerce. This organiza-  
tion, after a thorough and  
unbiased study of every  
factor contributing to the  
growth and size of Cleve-  
land's market — analyzing,  
weighing the facts, drawing  
conclusions — has stamped  
with their approval the area  
which The Press has held  
**TRUE** for many years. A  
thirty-five-mile area—parts  
of six counties — 1,525,000  
population.

Happily Cleveland's  
Chamber is not typical of  
most Chambers of Com-  
merce in that it does not  
allow the **TRUTH** to be  
over-swayed by the super-  
abundant enthusiasm which  
is usually characteristic of  
such bodies. When it says  
that the **TRUE** Cleveland  
metropolitan area will rest

somewhere between  
30 and 40 miles of  
the center of Cleve-  
land in 1930 it  
means just that—  
and nothing more.

Because its own  
thorough investiga-  
tions thruout all of  
northern Ohio defi-  
nitely established  
this area as the  
**TRUE** Cleveland  
Market, because  
many reliable au-  
thorities with no  
axes to grind agree  
with it, The Press  
is proud to identify  
itself with a market  
so sound, so prac-  
tical, so *true*.

Being **TRUE** — and not  
merely a mythical "set-up"  
to justify any newspaper's  
wide-spread circulation — it  
commands the attention and  
respect of both local and  
national advertisers.

**The Press  
is the  
First  
Advertising  
Buy in  
Cleveland**

No. 5  
**CLOTHING**

In 1927 The  
Press ran more  
clothing adver-  
tising than any  
other Cleveland  
daily or Sunday  
newspaper, more  
for local mer-  
chants in six  
days than any  
other newspaper  
ran in seven  
days, more mill-  
inery advertising  
than all other  
daily and Sun-  
day newspapers  
combined.



*First in  
Cleveland*

# d Press

SELLING DEPARTMENT  
N. Michigan Blvd., Chicago  
BUY IN CLEVELAND

SCRIPPS-HOWARD

Seattle • Portland  
Los Angeles

and distributed put together. In other words, we are now supplying annually to the children of this country considerably over \$1,000,000 worth of these cast-iron and wood toys at consumer value, with room to grow.

#### THE FUTURE

Undoubtedly in the future, the tail of our business will continue to wag the dog and perhaps eventually will become the whole business. We never can tell.

In any case, we are going to go ahead watching the sales end, realizing the way to build any successful business is the way a successful vaudeville act is built, from the applause at the retailer's counter back into the production end. Today it seems to me it is logical for the sales department of the business to order from the production department the goods it believes it can sell. One of the reasons the sales department is able to order a certain type of goods from the production department is that a potential market for such goods has been discovered and brought to life by consistent national advertising. It is true, we have gone from nothing to an expense of many thousands of dollars for this type of advertising, but we believe it has been worth while and will continue so.

Another interesting phase of our advertising is the development of Fairy folk, known as "The Tiny Arcadians," who theoretically build these toys somewhere in our shop or the "Land of Make Believe." This idea gave us the finishing touches for a little fairy story booklet entitled "The Arcadians," of which we distributed 500,000 copies during the last six months.

One of the greatest services advertising can offer to the business man who wants to build on what seems to me a logical basis, is digging out and making available a hidden market so that the sales department can order from the producing end what the salesmen can sell. If it seems to some other people that the plan which I have outlined is building a business backward as compared to the old

method, I can only say it has worked out well in our case; and we feel that for the future we will operate on exactly the same principle which changed our business so basically in the past.

#### New Accounts for Omaha Agency

The Donald Company, Grand Island, Nebr., roaster and distributor of "Rob Roy" Coffee, has placed its advertising account with The Stanley H. Jack Company, Inc., Omaha, Nebr., advertising agency. Newspapers will be used.

The Drovers Veterinary Union, Omaha, has also appointed the Jack agency to direct its advertising account. Farm papers will be used.

#### J. A. Caselton, Director, National Lead Company

James A. Caselton, assistant manager of the St. Louis Smelting & Refining Company, a subsidiary of the National Lead Company, New York, has been elected a director of the latter company, to fill the unexpired term of J. R. Wettstein, former president of the United Lead Company.

#### New Window Display Service at Philadelphia

A. P. DeWolf and G. M. Goldsmith have started a window display service at Philadelphia. The business will be conducted under the name of the DeWolf Advertising Service.

#### Nashville "Banner" Appoints D. M. Bernard

Don M. Bernard, formerly business manager of the Wichita Falls, Tex., Record-News, has been appointed director of advertising of the Nashville, Tenn., Banner.

#### A. B. Huth Joins New York "Telegram"

Albert B. Huth has joined the local display staff of the New York *Telegram*. He recently was with the New York *Mirror*, with which he had been since 1924.

#### R. M. Rolan with General Motors

Ralph M. Rolan, until recently advertising manager of the Towell-Cadillac Company, Cleveland, has become a member of the field observation section of the General Motors Corporation, Detroit.

#### New Trade Paper at Seattle

*The Automotive Maintenance Review* is the name of a monthly trade paper which has started publication at Seattle, Wash. D. M. Tripp is business manager.

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*One advertiser says—*

GOVERNMENT PRINTING OFFICE  
WASHINGTON, D.C.  
1944 162-1000 "CARTER"



**WALKER ANDERSON**  
CONFIDENTIAL INFORMATION  
DO NOT DISTRIBUTE

*Jantzen Knitting Mills*  
Portland, Oregon, U.S.A.

*Portland, Oregon, U.S.A.*

March 1, 1980

Bethford-Constantine Company,  
45 Fourth Street,  
Portland, Oregon.

Case 1: Section 3

Gentlemen:  
I think that the layout and copy for the National  
Outdoor Advertising Bureau, Inc., advertisement very graphically  
illustrate the importance of an advertiser centralizing his  
advertising through his agency.

In this way, every part of his campaign is co-ordinated and carried through, as you may, to the point of re-sale — to consumers over merchants' counters.

Our own experience has proved to us that this is the only method. As our agency, your assistance in assuring merchant co-operation, and other co-ordination of sales effort has helped us get full value from our advertising appropriation.

I believe that your suggestion to send reprints or advertisements to our merchants is an excellent one. Please make arrangements to do so.

Yours very truly,

2010 RELEASE UNDER E.O. 14176

By Mitchell Himmann  
General Sales Manager

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*and illustrates by—*

(over)

# Outdoor Advertising through You

## Magazine advertising



Dealer  
newspaper  
tie-up



## Window displays

# *It "carries through" . . .*

"**B**LONDE or brunette—*your* color harmony in a Jantzen!" A copy theme based on a new merchandising idea . . . interpreted in a colorful way . . . every medium lending *united support*.

Outdoor advertising plays a dual role. It brings the famous Jantzen red diving girl and an intriguing message before the eyes, into the minds of millions!

**THE NATIONAL OUTDOOR ADVERTISING**

# Your Advertising Agency



Posters placed by factory

Counter displays



Posters with  
dealer imprint

Note how the message "carries through" . . . in the magazines, merchants' newspaper tie-up advertisements, posters, merchants' poster tie-ups, windows . . . right to the vital "point of sale" . . . to the consumer over merchants' counters!

*Jantzen posters are prepared by the  
Botsford-Constantine Company and placed through*

ADVERTISING BUREAU, Inc.

(over)

**OUTDOOR ADVERTISING**  
*Through Your Advertising Agency*

# *The Jantzen* Knitting Mills

is one of hundreds of national advertisers who place their outdoor advertising through their advertising agencies in co-operation with the National Outdoor Advertising Bureau, Inc.

By this method, these advertisers keep their advertising co-ordinated, make each part an important link in their campaigns.

They also receive from plant owners everywhere the best of outdoor facilities and service . . . locations, servicing . . . checking and merchandising co-operation.

National distribution is not necessary. Outdoor Advertising can be concentrated efficiently in any territory in which you operate. If your advertising agency is one of the 223 members of the National Outdoor Advertising Bureau, Inc., consult with its executives concerning this outdoor advertising service.

## *National Outdoor Advertising Bureau*

INCORPORATED

New York

Chicago

Detroit



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# Beware the Curse of Descriptiveness!

Even the Most Atrocious Sort of Misspelling Won't Save a Trade-Mark If, When Pronounced, the Word Is Descriptive

PERHAPS because the trademark laws ostracize it, the descriptive word appears to tantalize producers. All sorts of ingenious schemes have been cooked up to get around this obstacle to trademark registration. The plan most commonly used involves misspelling and, as a consequence, a hurried glance through any file of trade names would lead one to believe that the ancient tongue of lost Atlantis had at last been discovered.

Yet, grotesque and clever as many of these misspellings are, they frequently fail of their purpose because those responsible for them overlook a little point in trade-mark procedure. This point, in effect, dictates that it is not how a word *appears* which counts when the question of descriptiveness is being considered, but how it *sounds* when it is pronounced.

Take the word "No-D-Ka" as applied to a tooth paste. When viewed on the printed page or on the carton, it resembles no word in the English language. But pronounce it and promptly it is recognized as simply a disguise for "no decay." Now words which indicate in a general way the uses to which the article can be put, or the advantages resulting from its use, are not protectable under trade-mark law. Therefore, even though "No-D-Ka" is *visually* distinctive, it was held to be *orally* descriptive and consequently not a proper subject for a technical trade-mark.

The decision in this case was handed down by Judge Brewster of the District Court, District of Massachusetts. The plaintiff had brought suit for the infringement of its trade-mark "No-D-Ka," used on tooth paste, because of the use by the defendant of the mark "Nodeca" used on the same class of goods. The suit was dismissed on the ground that the plaintiff did not have the exclusive use of the

mark, inasmuch as the mark was descriptive.

According to the court, "The defendant contends that upon the face of the bill the plaintiff has no valid trade-mark and can have none in the words 'No-D-Ka' as applied to a tooth paste, the words plainly being merely an abbreviation and phonetic way of spelling 'No decay.' It invokes the familiar rule of the law of trade-marks that a monopoly cannot be acquired in the use of words which are merely descriptive of the character, properties, qualities or composition of an article. . . .

"To quote from the brief of the defendant's counsel: 'In a tongue characterized by many arbitrary differences of spelling the ultimate reality of a word lies largely in its sound.' 'The appearance of a word tells but half, and often less than half, the story.'

"A sufficient reason is here suggested for holding, as the courts have quite generally held, that a misspelled word or a combination of misspelled words, will not be saved if the word or words correctly spelled are obnoxious to the rule. Standard Paint Co. v. Trinidad Asphalt Mfg. Co., 220 U. S. 446.

"This brings us, therefore, to a somewhat narrow question—are the words 'no decay,' when used in connection with the manufacture or sale of a paste or dentifrice used for cleaning teeth, so far descriptive of the properties, characteristics, use or advantageous effects of the article as to bring the word within inhibition of the rules above stated?

"The words 'no decay' clearly describe the effect which comes from use of the tooth paste and is but a negative way of stating that the properties of the paste will preserve the teeth. After careful consideration of the many cases cited by both the plaintiff and the de-

fendant, I have little difficulty in reaching the conclusion that the words are descriptive and cannot be claimed as a proper subject for technical trade-mark.

"I am impressed by an observation made by Fry, L. J., in *The Eastman Photographic Co., Ltd., v. Controller General of Patents* (1898) A. C. 571,563, that 'There is a perpetual struggle going on to enclose and appropriate as private property certain little strips of the great open common of the English language. That,' he added, 'is a kind of trespass against which I think the courts ought to set their faces.' Compare also two opinions of Judge Learned Hand in *Franklin Knitting Mills, Inc., v. Fashionit Sweater Mills, Inc.*, 247 and in *Oakland Chemical Co. v. Bookman*, 22 F. (2d) 930."

### Mail-Order Sales for April

Sears, Roebuck & Company, for April report sales of \$24,159,161, against \$24,091,114 for April last year, an increase of 0.3 per cent. Sales for the first four months of this year amount to \$96,227,026, against \$90,391,916 for the first four months of 1927, a gain of 6.5 per cent.

Montgomery Ward & Company for April report sales of \$15,940,784, against \$16,557,218, a decrease of 3.7 per cent. Sales for the first four months of this year amount to \$61,517,279, against \$61,791,141 for the corresponding months of 1927, a decrease of 0.4 per cent.

The National Bellas Hess Company for April reports sales of \$3,424,113, against \$3,307,873, an increase of 3.5 per cent. Sales for the first four months of this year amounted to \$13,789,310, against \$12,270,920 for the corresponding months of 1927, an increase of 12.3 per cent.

### Harvey Blodgett Moves Headquarters to New York

The Harvey Blodgett Company, St. Paul, Minn., advertising agency, has moved its executive offices from that city to New York. A business office will be maintained at St. Paul and, as heretofore, at Boston and Chicago.

### Scott Ittner Joins "Cleaning & Dyeing World"

Scott Ittner, recently in business for himself as a free lance copywriter in St. Louis, has joined the *Cleaning & Dyeing World*, of that city. He was at one time with the Chappelow Advertising Company, Inc., St. Louis.

### New Accounts for O. S. Tyson Agency

The 4-One Box Machine Makers, Rockaway, N. J., have appointed O. S. Tyson and Company, Inc., New York advertising agency, to direct their advertising account. Business papers and direct mail will be used to promote the manufacture and use of 4-One wire-bound boxes and crates.

The American District Telegraph Company, New York, has also placed its advertising account with the Tyson agency. Business papers and direct mail will be used to feature A.D.T. protective signalling service and systems.

### Postum Sales and Net Profit Increase

The Postum Company, Inc., New York, and subsidiaries, Post Toasties, Grape-Nuts, Jell-O, etc., for the quarter ended March 31, 1928, report sales of \$21,139,535, against \$12,704,761 for the first quarter last year and \$11,451,888 for the first quarter of 1926.

Net profit for the quarter ended March 31, 1928, after charges and Federal taxes, amounted to \$3,910,160, against \$3,345,134, for the first quarter of 1927, and \$3,106,321, for the first quarter of 1926.

### C. R. Johnson Appointed by "The Oil and Gas Journal"

Charles R. Johnson has been appointed West Coast advertising representative of *The Oil and Gas Journal*, Tulsa, Okla., with headquarters at Los Angeles. He was formerly business manager of *Petroleum World*, Los Angeles.

### H. P. Daugherty Returns to Kalkhoff Company

H. P. Daugherty, formerly with The Kalkhoff Company, New York printer, has returned to that company to specialize in creative art. For the last year he has been with the Federal Advertising Agency, Inc., New York.

### H. C. Haupt Joins Newell C. Kingsbury

Howard Cameron Haupt, formerly with Frank Seaman, Inc., and the Remington Arms Company, Inc., both of New York, has joined Newell C. Kingsbury, New York, direct-mail advertising.

### New Tea and Coffee to Be Advertised

Fine Arts Foods, Inc., Tuckahoe, N. Y., has appointed Calkins & Holden, Inc., to direct the advertising of Fine Arts tea and coffee, new products. Newspapers will be used in test campaigns.

# What Do Space Buyers Think About When They Buy Gasoline?

FORCE of habit no doubt starts them on a chain of reasoning which quickly leads from motor fuel to newspaper circulation.

They think of the 600,000 barrels of petroleum produced daily from California oil wells.

They think of the 100,000 Los Angeles families which derive part or all of their incomes from California oil stocks.

They think of the thousands of men and women who have become wealthy through purchasing lots or lands which have proved to be oil bearing.

It occurs to them that if they lived in Los Angeles, more than likely they also would take a flyer in oil; and, if this were the case, that they, like everyone else with money in the industry, would read the Los Angeles Times in order to get the spot news of the different fields, where the new strikes were being made, what the wild cat wells were doing, together with a comprehensive daily survey of the whole oil situation.

This thought in turn would make them appreciate as never before the significance of the Los Angeles Times editorial policy. They would realize vividly that here is a region fundamentally different in its industries—climate—mode of living—sports—and interests—that the Los Angeles Times by producing features and supplements to meet these tastes has naturally achieved a reader appeal and an influence which have made it the greatest advertising medium in the West.

# Los Angeles Times

**Eastern Representative:**

Williams, Lawrence & Crommer Co.  
380 N. Michigan Blvd. 285 Madison Ave.  
Chicago New York

**Pacific Coast Representative:**

R. J. Bidwell Company  
743 Market St. White Henry Stuart Bldg.  
San Francisco Seattle

## How to Arrange Employee Meetings

BANKERS NATIONAL LIFE INSURANCE  
COMPANY  
JERSEY CITY, N. J.

*Editor of PRINTERS' INK:*

This company is considering the advisability of holding monthly meetings of employees for the purpose of informing them on vital company policies.

Perhaps, from information in your files, you can enlighten us on the two following debated points:

1. Whether such meetings should be held during the regular office hours, or outside of them?

2. Whether such a meeting should be attended and presided over by officers of the company, or heads of the departments, or whether such employees' meetings should be entirely unrestricted so far as attendance of officers of the company is concerned?

The most vital point involved is the creation of interest on the part of employees to be punctual, and to enter into the spirit of a new growing organization, which is slowly shaping itself into form.

Your prompt reply to this request would be appreciated.

BANKERS NATIONAL LIFE INSURANCE  
COMPANY,  
WILLIAM W. AYRE,  
*Promotion Manager.*

IT is customary to hold meetings concerning company matters on company time. But before this detail is worked out, a groundwork and foundation is necessary.

Most of the close relationships which have been built between management and its employees in large organizations have depended upon a proper organization of employees. Profit-sharing plans, stock ownership plans and all others have succeeded as they were built slowly from the bottom up rather than handed down from above. Even in the matter of monthly meetings for employees held for the purpose of outlining company policy this general rule holds good.

The usual manner is for someone in the management to discuss the plan informally with a natural leader among the employees. The purpose, the method and the necessity for the innovation should be talked over and the advisability of organizing an employees' asso-

ciation considered. It is surprising how often some informal organization such as an athletic club, bowling group or other social organization of employees is discovered. If there is any such group it is well to make it the nucleus for the regular meetings. There are always natural leaders among employees and they should be sought out and their co-operation secured.

In a new company it is well to start some sort of employees' organization almost at once. Again natural leadership should be sought by the management from among the men. Once the organization, be it athletic or social, is started, the thing that the management wants to get over can be put up to the elected officers of the employees' organization. Then, on company time, a special meeting may be called by the officers of the association for the purpose of hearing a message from the management, and the association asks all members of the organization to attend. The officer designated by management to deliver the message is invited by the club to address the whole organization on a subject suggested by the company officials. Any sort of an informal organization, in other words, gives management something on which to hang the meeting.

Under these circumstances the meeting is not as stilted as though the plan were handed out by the president in the form of a memorandum. Such meetings have often been successfully put over as a permanent thing merely by calling one as a starter, making it interesting, and brief, and then later continuing it as a regular institution.

If meetings seem too difficult or expensive in time to put over, the same general results Mr. Ayre wishes have often been accomplished by an advertising campaign within the plant. A very effective campaign can be worked out in the form of pay envelope stuffers, bulletin-board posters, letters to employees at their homes and an employees' magazine.—[Ed. PRINTERS' INK.]

PHOENIX, Arizona—May 10, 1928—The Santa Fe Railroad system expended \$2,000,000 in Arizona in 1927, the construction of a complete new division plant in this city accounting for the largest single item in the general improvement program. The new Santa Fe plant in Phoenix includes general repair shops, round-house, turn-tables, train sheds, yards, storage sheds, sand house and a 200,000-gallon fuel oil reservoir.

## Meet Bob Hall, National Advertising Manager of the Arizona Republican

When national advertisers find able service being rendered without even a request for it having been made, Bob Hall is usually at the bottom of it. The Arizona Republican is outstandingly successful as to volume of national advertising, by virtue of being the best advertising buy in the southwest. But Bob Hall has built so much thoroughness into his department's service to advertisers that The Arizona Republican is also recognized from Atlantic to Pacific as being on the job after the schedule has been secured. If you don't know Bob Hall's service you aren't a national advertiser in the Arizona Republican



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**COMMON INDUSTRIAL MARKETING**

# **Can Industrial Advertising Lower The Cost of Industrial Sales —and how?**

Certainly, no one is better qualified to give light on this question than those who have known Industrial Advertising the longest

... who recognize that industry's profits are measured in no small degree by economies in those many inter-industry movements back of the ultimate sale to the general consumer.

... who consequently have scorned the temptation of wide, uncharted, wasteful distribution and applied the principles of controlled selling

... who have done a marketing job first and then adjusted their production and advertising programs to meet existent or unexpressed needs of their markets.

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## TINND ADVERTISING PROBLEMS

No. 25 of a series of advertisements conceived to help the advertising profession make more effective use of Industrial Advertising.

If you are anxious to meet some of these experienced Industrial Advertisers put the following directions on your calendar pad under the following dates:

giv May 17 . . . Make room  
have servation for June 11,  
st 12, 13, Hotel Chase,  
St. Louis.

s and May 24 . . . Write L. T.  
Johnson, Brockland &  
Moore, Inc., St. Louis, for  
background of National  
Industrial Advertisers  
Association. (See caption  
of this advertisement for  
the convention theme.)

stefu May 31 . . . Look up  
train to St. Louis and  
get RR tickets for June  
10 or 10.

t an June 15 . . . Look up  
test issues of McGraw-  
Hill publications and see  
how many of the N.I.A.A.

members are using the  
kind of advertising that  
you heard discussed at St.  
Louis.

*If You Are Interested  
In Joining the N.I.A.A.*

The purpose of the National Industrial Advertisers Association is to develop the best in industrial advertising; to bring industrial advertisers into closer relationship; to study advertising; to provide a means through which industrial advertisers may assist each other in the exchange of ideas to produce more profitable work; to correct existing abuses in industrial advertising; to promote good fellowship between industrial advertising men; to assist in advancing the interests of the manufacturer and builder, the publications and agencies engaged in industrial advertising.

In appreciation of the work that the N. I. A. A. is doing in the interests of lower industrial selling costs and more effective industrial advertising, this advertisement is contributed by the McGraw-Hill Publishing Company, Inc., in lieu of its own advertisement that was scheduled for this issue of Printers' Ink.



## Booth Newspapers Hold The Family Interest

Booth Newspapers are edited with a view to careful reading in the leisure of the evening at the home fireside.

They are never sensational but stand for clean, honest news, careful editing and high standards of journalistic ethics—a responsive market in which to advertise.

All are evening newspapers—the only daily in seven cities—the dominant and only evening medium in the eighth.

**Combined Daily Average Net Paid Circulation**

**271,662**

Grand Rapids Press

Flint Daily Journal

Saginaw Daily News

Jackson Citizen Patriot

Muskegon Chronicle

Kalamazoo Gazette

Bay City Daily Times

Ann Arbor Daily News

I. A. KLEIN, Eastern Representative  
50 East 42nd St., New York

J. E. LUTZ, Western Representative  
6 North Michigan Ave., Chicago

**THE BOOTH PUBLISHING CO.**

# Advertising That Holds the "Mauve Decade" Up to Ridicule

Disturbing the Public's Content with Outmoded Models by Recalling the Disadvantages of an Age That Is in the Limbo of Forgotten Things

By W. R. Heath

GRANDMOTHER and Grand-father have an opportunity, today, to see themselves as they used to be, in their youth. Father may smile at the artist's reincarnation of the social status when he was a lad of nine or ten. The "mauve decade," already put adroitly between the covers of a "best seller," passes in shadowy review as many advertising campaigns almost literally shame the prospect into buying the latest model of a venerably old product, or discarding ancient habits for that which is thoroughly modern.

There is a more workmanlike reason for campaigns of this character than you might suppose. The artist has been set to this task of resurrecting the atmosphere of other days, because of the bland content of a great number of persons with things they purchased, or that were handed down to them, a long while ago.

"You have no idea," said a man connected

with one of the oldest silverware houses in America, "the number of people who are using silver sets, woefully outmoded, which have been handed down through several successive generations. A sentimental regard for them persists which blinds people to the appearance of their tables and the opin-

ion of callers. An investigation of this subject by our salesmen, through dealers in all parts of the country, disclosed the fact that we were losing an important volume



## Dining in the Gay Nineties

A COMPLICATED business it is. To find one's way through the maze of bowls, basins, tea glass, dishes and cups, different patterns, sizes and materials, like the newly fangled grandmothers at the right, by a formal fine grey lawn!

This curious dinner was a classic example of the "nineties" games for business. An ample board, usually crowded, with a sparseness of color substituted, the upper lip grained forty grey. The silver spurs, spinning further down the table well, pecked the feathers, all-bentened compeyance, a muddling, muddling grey-green, frequently required a steady hand and a wise judgment.

All of which is a charming something to remember, though there is no room in the house of heavy blues and moderate meadows, that sort of along the - completely out of my own life of to-day.

We have put off the clutter away. In as much has come the modern usage for simplicity - a plain, rounded, simple, solid black Knight chess. See as every from, as every design is clear, with the beauty of costly simplicity it is infused with the spirit of solidity!

And proudest of the novelties is the practical dimension of a business glaze in bold & a panel against wall and stairs.

Since shape so mass chess office Black Knight chess, as chess Black Knight Spade-chess. To see this chess is to appreciate the progress we all have made since the "mauve" decade.

The hallmark of smart distinction  
**BLACK KNIGHT CHINA**



THIS ADVERTISER IS USING "GAY NINETIES" ILLUSTRATIONS TO HELP CLEAR ANTIQUES OUT OF THE CHINA CLOSETS

of trade, year after year, due to this misapplied sentiment.

"A daughter marries and is given a chest of silver by her mother or her grandmother. It might be solid silver and of the finest workmanship. It is quite likely to be our silverware, but of a pattern as obsolete and as out-

landish as would be a high bicycle on any modern boulevard.

"Ask this newlywed why she does not modernize her table with modern silver, and her answer is practically always that her present silver chest is complete in every detail. It is solid silver and unusually valuable. It has been in the family for generations. Why go to the expense of another chest when this will do and is interwoven with fond, even sacred memories?

"The mere advertising of new patterns, new additions to a line, reached only a specific market, therefore. It was obviously necessary for us to make the people who cling to the old sets realize just how out of date they are. Ridicule of the past from which the silver was handed down proved to be the best plan."

Any manufacturer of a quality product will tell you that the article which refuses to wear out is a tragedy of business. Watch manufacturers have had this problem to contend with. A good watch is often handed down from father to son, and then again from that son to his boy. In the meanwhile, watch manufacturers are losing sales.

The acknowledged truth of this has forced several watch makers to devote their advertising appropriations almost exclusively to correcting the condition, and shaming people into a more liberal viewpoint.

Pictorially, such campaigns as these are of exceptional interest. The current generation is attracted to these portraits of an ancestral era. Costumes and backgrounds are rather fascinating. The Elgin series of maga-

zine advertisements, in color, with its unique pictures, has done a great deal for the watch trade as well as the company itself.

The objective of this entire campaign was to cause owners of old-style watches to be self-con-



In 1902

IN 1902 OUTRAGED MINNEAPOLIS GOT INTO THE HEADLINES BY ARRESTING DRIVERS WHO WERE SPEEDING OVER 10 MILES PER HOUR. THIS PICTURE WAS TAKEN AND PUBLISHED COURTESY OF THE HERCULEAN, WHICH WAS ENHANCING THE LIVES AND LIMBS OF THESE YOUNG MEN.

IN 1902, a "10 per cent" driver would be arrested for blocking traffic. Speed is an ungodly fact. Cars have been known to make quite safe

Budd-Michelin All-Steel Wire Wheels. Wheels that, in

the official Underwriters' Tests, stand fifteen times the

normal load before showing signs of failure.

When you bring up a ten-cent speed limit, here are

a dozen of other reasons of speed. For Budd-

Michelin's tempered steel cannot collapse and over-

turn the car. A Budd-Michelin Wheel may load—but

it won't shatter. And a blow that would bend one,

would wrench a wooden wheel. But in a best Budd-

Michelin a metal wheel would stand a much stronger test

out for about \$3. And there is the cost of Budd-Michelin

to run home on. Certainly a lump cheaper than a ten-

ing charge, and the purchase of a new wheel!

Tell to this self-sacrificing story the finished

product—Budd-Michelin—will speak louder than words—

the one with which you're cleaned—and you'll under-

stand why automobile salesmen tell us that Budd-

Michelin Wheels are a real selling argument!



**BUDD**  
WHEEL COMPANY, DETROIT



Also makers of the Budd Interchangeable Wire Wheel and the Budd All-Steel Wheel

**HOLDING THE "10 PER CENT" DRIVER OF 1902 UP TO RIDICULE GIVES BUDD AN OPPORTUNITY TO TELL HOW STYLES HAVE CHANGED IN MOTOR CARS**

scious concerning them and to go out and buy the latest type of watch. The copy was by no means afraid to suggest discarding an ancient Elgin, by the way.

There was the ridiculously antiquated motor car of the first attempt in this mechanical direction, people getting in at a rear door. "When tonneaus buttoned up the back was the watch you carry now?" asked the headline. And there was a significantly important phrase in this connection, "A watch may never lose a second yet be many years slow." This met the argument of the indi-

and of the small boys business under his own hands a boy growing up in New York is forced to "eat" and "live" and "travel" in the same way as the rich boy does. The boy's mother is very poor indeed and at school she cannot afford to give him an education, so she has turned him over to the care of the public schools.

many a dish of  
grape-nuts  
is gulped  
from a  
*silver spoon*

**The Outlook**  
120 East 16<sup>th</sup> Street-New York

FRANCIS RUFUS BELLAMY, *Publisher*

WM. L. ETTINGER, JR., *Advertising Mgr.*

vidual who said, when criticized for carrying a watch that his grandfather gave him, "Yes, but it keeps perfect time."

Copy, in the Elgin series, was quite as interesting as the remarkable illustrations and headlines, as witness this clever bit.

Cherish as you should, that grand old watch of yours. Treasure it, and rightly, for the memories it recalls. Give it, too, the place that it has earned . . . in your heart. But find a place, in your pocket or on your wrist, for a modern, Elgin watch . . . thin, light, slender, beautiful . . . for styles have changed in watches as in motor cars, and that old time-piece of yours belongs to other days, with the horseless carriage that once chugged defiance to a jeering street.

To any sales manager, today, the logical reason for such copy as this is apparent. We must continually fight the "heirloom" idea in the American home, and misdirected sentiment.

Advertising, thus designed, has had much to do with bringing civilization in the United States to its present state of beauty and efficiency. The manufacturer has been compelled to combat traditions, and put old customs and ideas to shame.

Another equally effective Elgin advertisement, in color, pictured a motley group buying tickets at a little country "Opry House." The headline declared: "Was your present watch in style when 'Uncle Tom's Cabin' came to town?"

Such subjects are delicate ones to attack in an advertisement. If there is a single carelessly chosen

word, there is apt to be resentment at the intrusion, the covert insinuation.

The Three-in-One Oil Company uses a picture of the early days as an illustration for one of its recent advertisements in which

there is no slighting comparison with the present days. The company merely uses the illustration and text about the "gay nineties" to tell readers how long Three-in-One has been made and sold. The copy points out that "Three-in-One made its advent as a bicycle oil" when women rode tandem bicycles and wore mutton sleeves.

The manufacturers of Black Knight china have been running a series of daring but most interesting advertisements. These are very



## "A Third of a Century Ago"

Early in the Gay Nineties—in 1894—when women rode tandem bicycles and wore mutton sleeves, before autos, airplanes and radios, 3-in-One made its advent as a bicycle oil.

During this third of a century it has become the most widely sold of all packaged oils. Its uses have extended to the oiling of all light mechanisms—sewing machines, typewriters, vacuum cleaners, Ford Timers, preventing rust on metal surfaces indoors and out; piano, etc., pianos, etc., keys,

IT ISN'T NECESSARY TO RIDICULE THE OLD DAYS WHEN USING ILLUSTRATIONS OF THE "GAY NINETIES"

largely pictorial, and the artist selected to illustrate this campaign had previously won renown for drawings in this same key. Richard Culter, some three years ago, began a magazine series of whimsical illustrations reflecting the "gay nineties," and this basic thought was taken over and made practical for his purpose by the Black Knight company.

The pictures are complete as to detail and filled with quaint fun. Under the standard head, "Dining in the Gay Nineties" the artist faithfully portrays dinner scenes of the mauve decade. The public is having a good laugh over them at the present time, for it is not alone in accessories that they are



## Telephones Tell of Washington's Busyness

There are 139,000 Telephones in use in Washington's local service area—the equivalent of 28 phones for each 100 of population. Only four cities in the country exceed that ratio. They are Atlantic City, N. J.; Evanston, Ill.; Madison, Wisc., and San Francisco, Cal.

During the last ten years there has been 127% increase in the number of telephone stations in the national capital.

What's true of the Telephone is true of every other utility and commodity. Washington is busy with its business and interested in everything that adds to comfort and aids in convenience.

In the 25-mile shopping area of Washington there are 800,000 prosperous people. The Star is the ONLY NEWSPAPER NEEDED TO REACH THEM REGULARLY.

If there is any special information wanted, it will be promptly supplied by our Statistical Department.

# The Evening Star.

*With Sunday Morning Edition*

**WASHINGTON, D. C.**

New York Office:  
DAN A. CARROLL  
110 E. 49th Street

Chicago Office:  
J. E. LUTZ  
Tower Building

# We have no “BULLDOGS”

Ever had this experience? Up in the country for the week end....

You were greatly interested in some Saturday night sports event. Sunday morning you hurried over to the corner newsstand....bought a copy of your home town Sunday paper.

You eagerly turned to the sports section, scanned column after column....and you awoke to the fact that the paper was a “bulldog” edition published Friday or early Saturday.

All the comic and feature sections were there, but what you wanted most....the news....was missing! The Des Moines Sunday Register has no “bulldog” editions....not a copy printed until Saturday evening!

Yet you can buy a Sunday Register, packed with live news, anywhere in Iowa....village, town or city....on Sunday morning.

## *How Can We Do It?*

Motor trucks! Wherever train service is inadequate The Sunday Register goes by truck. Our trucks travel better than six thousand five hundred miles each Sunday. About half of our suburban and country circulation on Sunday is transported by truck. Many of these trucks start from Des Moines. Others pick up bundles of Sunday Registers at railroad stations out in the state and carry them twenty-five or fifty miles across country to destination.

## *The Des Moines Register*

P. S. As we have no early editions, advertisements received a day in advance will be held until the morning of publication.



Kill

*Expensive? Yes.*

*Appreciated? Certainly!*

Not many years ago The Sunday Register's circulation was one hundred thousand. Now it's past the one hundred and seventy thousand mark and still climbing!

Like to know more about just where our Sunday circulation goes in Iowa....by counties, cities and towns? Ask any one of the following for our latest folder.

I. A. Klein, New York; Guy S. Osborn, Chicago;

Jos. R. Scolaro, Detroit; C. A. Cour, St. Louis;

R. J. Bidwell Co., San Francisco, Los Angeles.



*Register and Tribune*

*ed a*urday morning appear in all editions of *The Sunday Register*.

perfect, their character delineation is little less than inspired.

Those tables! The old-style candlesticks, the atrocious, clumsy sideboards, the mounted fish on the wall, the chafing dish, dust covered, on a high stand, the intricate silver tankards, the elaborate bowls of fruit—and the people!

If the object of an advertising illustration is to attract the eye and engage the interest of the reader, these Black Knight drawings, in crayon, will certainly achieve the result hoped for. And, here again, an advertiser is attempting to combat tradition, and to clear antiques out from china closets, against the possible wish of the owner.

The text is as entertaining as the illustrations:

Soup in the "gay nineties" was brought steaming to the table, in a massive tureen; then ladled into plates by the hostess. And what plates they were . . . deep bowls often measuring nine or more inches across.

But our national appetite has decreased! The staggering multi-course dinner is encountered only in story. And the ponderous china on which it was served is now thoroughly out of date.

The soup plate has bowed to the soup cup (sometimes called creamsoup). A successor of graceful proportions, alive with a beauty which reaches its supreme development in the smart forms and patterns of Black Knight China.

In the same display, there is contrasted this modern china, this up-to-the-moment idea in table service. Women of the old school who cling to heirlooms will begin to think as they examine this campaign. They will realize that other women are seeing the same illustrations, reading the same copy.

A sales manager friend of mine has had his greatest success with a magazine series and a booklet, both of which ran, side by side, the old-style bathroom and the ultra modern. The illustrations are the equivalent of sermons. He tells me that very little copy is required. People can see for themselves the real difference.

Advertising for the Budd-Michelin disc wheel has followed this strategic form of illustration,

with pictures measuring up to the quality of those just mentioned. A characteristic drawing depicts a group of people in the "gay nineties" gathered around one of the earliest motor car models. It is difficult to believe there ever was such a machine as this or that men and women and children dressed in any such outlandish manner. Yet it was not so very long ago, after all.

The advertiser merely wishes to indicate, in as vivid a way as possible, the changing times and motor car ideas; that disc wheels are the modern thing.

### Death of Irvin B. Myers

Irvin B. Myers, general manager, secretary, assistant treasurer and director of *The American-Republican*, Inc., Waterbury, Conn., publisher of the *Waterbury Republic* and *America*, died recently at New York while attending the annual convention of the American Newspaper Publishers Association. He was forty-one years of age.

Mr. Myers began his newspaper work in Erie, Pa., and also was on the staffs of papers in Columbus and Canton, Ohio. In 1908 he joined the *Waterbury Republic* as advertising manager, and later became general manager of the *Republican* and *America* when they consolidated in 1922.

An active worker in organized advertising, Mr. Myers was president of the Advertising Club of Waterbury and secretary-treasurer of the First District of the International Advertising Association.

### House Committee Reports on Census Bill

The House Committee on the Census has reported out a bill introduced by Representative Fenn, Wethersfield, Conn., providing for the fifteenth subsequent decennial censuses.

The bill provides for a census of population, agriculture, irrigation, drainage, distribution and mines and re-enacts the law providing for a census of agriculture every fifth year and a census of manufactures every second year.

The proposed census of distribution has been described in several articles which have appeared recently in *PRINTERS' INK*.

### Brooklyn "Standard Union" Appoints S. C. Beckwith

The Brooklyn, N. Y., *Standard Union* has appointed The S. C. Beckwith Special Agency, publishers' representative, as its sole national advertising representative.

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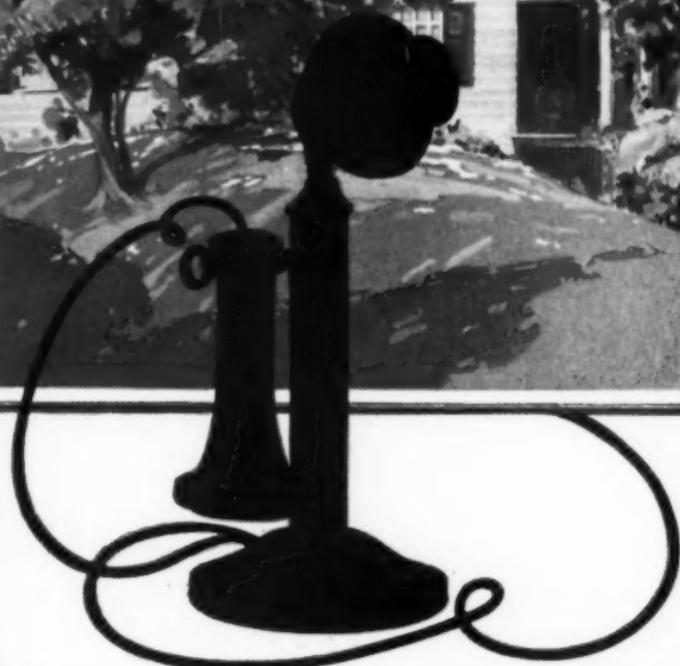
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**LEADERSHIP..**

**WHERE FARM TELEPHONES  
AND FARM PROPERTY VALUES  
PROVE BUYING POWER**



*61% of all the farm-owned telephones  
are in the "Heart" Section where Su-  
cessful Farming delivers 77% of its  
circulation*

**I**S the ownership of a telephone an indication of buying power? It is so accepted in measuring urban population, why not in farms? In the "Heart" Section of the great Middle West 64% of the farm homes have telephones. The average of farm-owned telephones for the entire United States is about one in three.

In the same way over one-half of all farm property values lie in the "Heart" Section and three-fifths of the value of all farm lands. Yet only a third of the nation's farmers live in the "Heart".

"Heart" Section farmers have high buying power. They are the only farmers in the world whose buying power equals that of average urban communities.



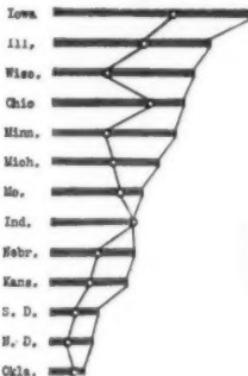
*More than one-half of all farm property values lie in the "Heart". And about 59% of all farm land values*

SUCCESSFUL Farming offers you 77% of its 1,022,048 circulation concentrated in the best farm homes of the "Heart" Section. No farm paper of national circulation gives so high a percentage of its total right in the "Heart." Nor does any farm paper equal the leadership which Successful Farming has with the real "Heart" Section dirt farmer. More than 41% of its subscription circulation is renewed year after year. Compare this with average farm paper renewals. Remember, too, that a majority of all Successful Farming circulation is obtained by clean-cut, simple, controlled methods from *selected* farm homes.

No forcing methods, and no premiums are used by Successful Farming. Your advertising

### HOW SUCCESSFUL FARMING CIRCULATION FOLLOWS FARM BUILDING VALUATIONS

— Farm Building Valuations  
○— Successful Farming Circulation



dollar spent in its columns works harder for you with farmers who *can* buy, who read *Successful Farming*, who are equivalent to an equal number of average city homes in progressiveness, enterprise, and all-round soundness.

This year instead of trying to measure farm paper circulation by the methods used for general magazines, give due attention to farm buying power.

Then you will assuredly place *Successful Farming* first on your general farm paper list.

# Successful Farming

MORE THAN A MILLION CIRCULATION



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# How Miami's Appropriation Grew from \$1,900 to \$512,000

The City Has Never Stopped Advertising Since It Started in 1915 and Has Increased Its Annual Appropriation Every Year

THE rapid growth of the city of Miami, Fla., can be credited to a number of things. Miami is not a boom town—although, of course, it did spurt forward during the inflation period. Its growth actually started long before that period and advertising has played a most important part in its rise.

Back in 1915, when Miami was still a village, the Chamber of Commerce appointed E. G. Sewell, now mayor of the city, as publicity chairman. Mr. Sewell believed in his city. He believed that it had many advantages as a winter resort and that there were thousands of people in the North who could be persuaded to come down South if they were told something about Miami's climate and other features. Advertising would do the job, Mr. Sewell knew, but how to get the necessary funds was a problem.

There were not many cities advertising themselves in 1915. The idea of advertising Miami was hard to sell, for most of the local business men had never heard of such a plan. The idea was too novel for ready acceptance. But Mr. Sewell was a persistent man. For three weeks he literally passed the hat in order to raise the \$1,900 which comprised the city's first national advertising budget.

That first \$1,900 was in all probability extracted with more difficulty than any other advertising

budget that ever paid for space in national mediums. An hour's argument for a \$10 subscription from a skeptical merchant was not uncommon.

Only nineteen metropolitan news-



MIAMI IS ADVERTISING TO THE ELKS IN AN EFFORT TO GET THEM TO COME TO MIAMI BEFORE THEIR CONVENTION OPENS IN JULY

papers were used that year, but despite the brevity of the campaign and the very limited space, the results were so apparent during the following season that in 1916 a fund of \$21,000 was collected within a few days.

During that year the city employed a well-known band for free daily concerts as an entertainment

feature for tourists, \$10,000 going for this purpose and the other \$11,000 going into space in the Eastern and Mid-Western newspapers.

That year it became evident that Miami had to choose between two courses of action—either stop advertising or increase its tourist facilities, for in 1916 a large number of tourists were turned away for lack of accommodations. And in 1917, despite the fact that new hotels and apartment houses were built, the increased advertising budget of \$31,000 brought such a large "crop" of tourists that 10,000 were turned away within a thirty-day period.

In 1918 the city authorities caused to be put into the city charter a clause making legal a millage for advertising purposes, and during that year \$4,000 was appropriated to be added to the \$40,000 raised through popular subscription.

The city appropriation was increased each year, as well as the amount subscribed by the citizenship, \$128,000 being raised in 1920, of which \$20,000 was tax money, and \$155,000 in 1922, of which the millage amounted to \$92,500. By 1925 the budget had reached \$231,000, \$175,300 of which was obtained by taxation. That year was the "boom year" in Florida but instead of falling off in 1926, the fund was increased to \$450,000, and public subscription was discontinued. The last advertising expenditure of \$512,000, for the season of 1927-28, was entirely tax money.

Until 1928 the advertising fund was administered through the Miami Chamber of Commerce, but the 1927-28 fund is being handled by a municipal board of publicity, consisting of five business men of the city, under the management of a publicity director, J. P. Yoder.

The publicity budget of Miami this year covers a number of items in addition to actual newspaper and magazine advertising. Other items which come under this phase of the city budget are: A convention fund of \$100,000 (Miami entertains this year both the Shrine and the Elk conventions); \$50,000

for music for the entertainment of visitors, and a like amount for publication of several illustrated booklets for general distribution and for mailing to the 200,000 or more inquiries received prior to the season, outdoor advertising in Northern cities, and maintenance of a municipal news bureau for dissemination of news photographs and features.

Fourteen years in community advertising have evolved a definite system of appeal in Miami advertising copy, all of which is written first, to sell the idea of the winter vacation; second, to sell Miami as the "World's Greatest Winter Resort," third, to sell Miami as a health resort, and fourth, the exploitation of a new Miami asset, "economy" for the visitor, through reduced hotel and accommodation rates, controlled, regulated and guaranteed by the Miami Hotel and Apartment Men's Associations and the City Commission. This combination of appeal brought the largest throng of visitors to Miami this year than the city has ever known. Next season's copy will include the story of Miami's industrial and agricultural possibilities.

Miami is sold on advertising. Its citizens are accustomed not only to "digging down" for advertising expenses, but have been convinced of its economic value. They have seen it help transform, within fourteen years, a small village into a great winter resort. Advertising, they know, has done big things for Miami and they expect bigger things of it in the future.

#### Harris Ellsworth with Oregon State Editorial Association

Harris Ellsworth, formerly advertising manager of the *Four-L Lumber News*, Portland, Oreg., has been made secretary and field manager of the Oregon State Editorial Association. His immediate headquarters will be at Eugene, Oreg.

#### W. S. Fisher Joins G. Howard Harmon

Wright Sargent Fisher has joined the space buying department of G. Howard Harmon, Inc., New York advertising agency.

# The Philadelphia Inquirer

## Reigns Supreme in

# DEPARTMENT STORE LINEAGE

*—A Class of Business  
That Must Reap Results*

**FOR** the first three months of 1928 The Inquirer far outdistanced all other Philadelphia newspapers—both morning and evening—in the key classification of newspaper advertising — Department Store Lineage.

Leading the nearest morning newspaper by 651,225 lines and the nearest evening newspaper by 406,705 lines defines beyond question the prestige of The Inquirer.

From January 1st to March 31st The Inquirer published 1,374,950 lines of Department Store advertising.

The trail blazed by local department stores forms the shortest route for National advertisers to The Philadelphia market.

## The Philadelphia Inquirer

*Pennsylvania's Greatest Newspaper*

### Branch Offices

NEW YORK  
9 East 46th Street

CHICAGO  
300 N. Michigan Ave.

SAN FRANCISCO  
5 Third Street

# "Mr. President, Why Should We Carry Second-Class Mail at a Loss?"

Some Senators Still Want to Know

[EDITORIAL NOTE: Without a roll call, the Senate, on May 2, passed the bill amending the act regulating postal rates. This act was recently reported from the Committee on Post Offices and Post Roads by Senator Moses, of New Hampshire, chairman of the committee.

This bill restores the 1920 second-class pound rates. The bill passed by the House restores the 1921 rates. The two bills now go into conference from which it is expected a compromise measure will issue that will meet with the approval of Congress.

In the Senate, the bill was the subject of a lively debate. As usual, the question came up as to why second-class mail ought to be carried at a loss. The views of several Senators on this phase of the subject, together with an outline of the bill as reported by Senator Moses, are given in the following extracts taken from the discussion on the floor as reported by "The Congressional Record."]

**MR. MOSES:** Mr. President, the bill now before the Senate represents a final conclusion on the part of the Senate Committee on Post Offices and Post Roads in dealing with the vexed question of postal rates, a question which has engrossed the attention of the committee by subcommittee and through joint action with the House through a select committee for more than three years.

Briefly, Mr. President, the House proposed a return to the old rates on first-class matter, a return to the rates of 1921 on second-class matter, a return to an earlier rate on third-class matter, and a return to the earlier rate on fourth-class matter. There were provided, however, some additional features, so that third-class matter might receive a treatment somewhat similar to that in the second class, in that a pound rate was established for that class of mail matter. The result of the House changes has been augmented by the changes made through the amendments submitted by the Senate committee, so that on the face of the facts as we now know them there will be an apparent total re-

duction in postal revenues of \$38,550,000.

I ought to say, Mr. President, in justice to the Postal Service and in justice to the users of the mails, that two schools of opinion arise concerning those figures. One is that this represents the absolute net reduction in postal revenues which will result from the workings of the bill as now drawn. The other is that by a reduction in postal rates, especially for those classes of mail which constitute the great bulk and the great weight of the mail, there will be drawn back into the mails many millions of pounds of mail matter which was formerly carried in the Postal Service under the old rates, but which has been taken out and transported by express and other methods since the new and onerous rates were imposed by the legislation of 1925.

I ought to say that there is a marked divergence of opinion between the House and the Senate with reference to the rates on those classes of mail which are dealt with by the amendments proposed by the Senate committee. It is, therefore, desirable, inasmuch as so many people are affected by this legislation, that the bill should be sent to conference as speedily as may be.

**Mr. Fess:** Mr. President, will the Senator yield?

**Mr. Moses:** Yes.

**Mr. Fess:** Is the \$38,000,000 loss that is estimated on account of the Senate bill or the House bill?

**Mr. Moses:** No, Mr. President. The total reduction made by the House changes from the existing rates is \$13,585,000; but the Senate has added \$24,965,000. If the Senator desires, I can tell him the items of difference.

**Mr. Fess:** No. The Senator, the chairman of the committee, is not convinced that the reduction

F. E. I.

W. J. L.

If you



# Forest and Stream

80 Lafayette Street, New York

*announce*

the  
appointment  
of

**F. E. M. Cole, Inc.**

F. E. M. Cole, President

W. E. Tagney, Vice-President

25 North Dearborn Street  
Chicago

as their

*Western Advertising Managers*

*Wm. Clayton*

W. J. Delaney

*Advertising Director*

*Publisher*

*If you are an Outdoorsman read Forest and Stream*

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"THE AMERICAN WEEKLY" IS THE MOST

Here is a magazine,  
*one out of  
every five*  
people in the United States

*The most widely distributed publication  
in this country . . . with a circulation of  
more than 5,500,000 . . . the "color  
magazine" delivered every Sunday with  
the fifteen great Hearst newspapers*

FIVE and one-half million families read *The American Weekly* every week. Approximately 25,000,000 individuals—once every seven days—come under the influence of this great national publication.

*The American Weekly* is a complete magazine—with all the advantages of a magazine. Its appeal is general and universal. Years of experience have developed its striking editorial policy. It commands and holds the interest of readers in every section. Its consistent growth attests this fact.

Fiction, human-interest articles, art, science, fashion, home economics—these and others are written for the average American by leaders in their respective fields.

*The American Weekly's* circulation is concentrated in and around fifteen great trading areas . . . the nation's richest market. Here is wealth and buying power. Here, where more than four-fifths of the circulation is massed, are 68% of the department stores, 70% of the drug stores, 65% of the furniture stores, and 79% of the shoe stores . . . a blanketing

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WIDELY READ MAGAZINE IN THE WORLD

**gentlemen, that reaches**

*The American Weekly* is distributed with the following Hearst Sunday Newspapers in fifteen American cities having one-fifth of the total manufactures, three-fourths of the total bank clearings, and one-third of the urban population of the United States.

Atlanta American

Baltimore American

Boston Advertiser

Chicago Herald-Examiner

Detroit Times

Los Angeles Examiner

Milwaukee Sentinel-Telegram

Washington Herald

New York American

Pittsburgh Sun-Telegraph

Rochester American

San Antonio Light

San Francisco Examiner

Seattle Post-Intelligencer

Syracuse American

of the most powerful buying centers of the nation.

This is the market offered the advertiser in *The American Weekly*. Here he can command attention in full newspaper-size space, can dominate with either black and white, or with full color. And the advertising rates of this unique medium are the lowest of all

large-scale publications — per line, per thousand or per million.

*The American Weekly*, the most widely read magazine in the world, offers unparalleled advertising opportunities. Write today for information to the nearest office of *The American Weekly*, A. J. Kobler, President.

# THE AMERICAN WEEKLY

*Greatest Circulation in the World*

*Read by 5,500,000 families every week*  
Main Office: 9 East 40th Street, New York City

*Branch Offices*5 WINTHROP SQUARE  
BOSTON1138 HANNA BLDG.  
CLEVELAND101 MARIETTA ST.  
ATLANTAWRIGLEY BLDG.  
CHICAGO222 MONADNOCK BLDG.  
SAN FRANCISCO753 BONNIE BRAE  
LOS ANGELES11-250 GENERAL MOTORS BLDG.  
DETROIT

# Payroll in 1927 Larger Than 1926 in Worcester, Massachusetts

The four largest banks of Worcester report that the city's total payroll for 1927 exceeded that of 1926 by a substantial margin. The payrolls of the early months of 1928 each exceeded those of 1927.

Because of the great diversity of its manufactured products Worcester does not have wide variations of industrial activity. The shoe and textile industry is so insignificant a part of Worcester's industry that it makes barely an impression on total volume.

By far the greater part of Worcester's manufactured products is in the metal lines, floor coverings, leather products, envelopes and corsets.

In the savings institutions of Worcester there are  
**Savings Deposits of \$887.06 Per Capita.**

The per capita savings deposits increased \$64.91 during 1927.

In this well financed, prosperous and progressive Worcester community

## • The Telegram-Gazette Is The Dominant Influence.

*City population 204,560, Telegram-Gazette Coverage 93.5%  
Suburban population 206,429, Telegram-Gazette Coverage 73.8%*

**Total Circulation, 100,156**

Year after year the people of the Worcester territory have been favoring The Telegram-Gazette with an increasing circulation. And year after year it has been giving them a better newspaper. Advertisers profit by this constantly growing confidence between The Telegram-Gazette and the readers.

## THE TELEGRAM-GAZETTE Worcester, Massachusetts

**George F. Booth, Publisher**

**PAUL BLOCK, Inc., National Representative**

New York      Boston      Chicago      Detroit      Philadelphia      San Francisco

will be that estimated amount?

*Mr. Moses:* Mr. President, I hesitate to give an opinion of my own about that. It has been represented to us everywhere, in the course of the hearings which we held in all sections of the country, that if the rates were reduced to the point where they are placed by the Senate committee's amendment, at least 100,000,000 pounds of mail matter of the second class which had been withdrawn from the mails under the high rates would be restored to the mails; that that amount of additional matter could be carried in the mails with no additional overhead charge and with very little additional compensation to the railroads for the space occupied; and that the estimate of the department as to the reduction in revenue caused by these lower rates could not be accepted wholly.

The Senator should have this fact in mind also in connection with whatever takes place regarding postal rates: The normal increase in postal business, as shown by the actuarial tables covering a long period of years, is between 6 and 7 per cent of the total postal revenues; and the postal revenues now, in round numbers, are \$750,000,000. That, however, does not mean that that would be the full amount of the increase, because necessarily through increases in personnel, through increases in transportation charges, through increases in additional quarters for the enhanced volume of mail matter, that would be reduced; but the point of view of those who maintain that the low rates bring matter into the mails, and the point of view of those of us who look upon the regular annual increase in postal revenues as an element to argue in behalf of this legislation, lead me to think that the results of the operation of this measure will not be as serious as the estimated figures would show.

*Mr. Fess:* Mr. President, if the Senator will permit me, I should like to know whether we are abandoning the principle of making the Post Office Department self-sustaining?

*Mr. Moses:* Mr. President, the principle of making the Postal Service self-sustaining never has been applied, so far as I know. There is always an operating deficit in the Postal Service, and there is a bookkeeping deficit, the two figures not being alike; but the operating deficit has ranged as high as \$39,000,000 in some years. In the years that I have had to do with the Postal Service my theory has been that the people of the country did not much care whether the Postal Service was self-sustaining or not; what they wanted was Postal Service, because there are certain very costly elements in the Postal Service which never can be made self-sustaining. The 40,000 rural free-delivery routes, for instance, never can be made self-sustaining; but nobody in the country would think of abandoning that service.

*Mr. Gooding:* Mr. President—

*Mr. Moses:* I yield to the Senator from Idaho.

*Mr. Gooding:* I should like to ask the Senator who is in charge of this bill if he is familiar—and of course he is—with the loss which the Government is now sustaining in the handling of second-class mail matter. It is my understanding that that is something like \$86,000,000 at the present time.

*Mr. Moses:* Seventy-six million dollars, according to the cost-ascertainment report.

*Mr. Gooding:* My advices from the Post Office Department, I think, are that it is around \$86,000,000. If the Senate amendment is adopted, it means an additional loss of \$7,610,000 on top of a very, very large deficit already sustained in carrying second-class mail matter.

Mr. President, why should we carry second-class mail matter at a great loss to the Government? Can not every line of business afford to pay the Government the actual cost of transacting its business? Why do we favor second-class mail matter by carrying it at a loss, or any other class of mail matter, so far as that is concerned—I do not care what it is? I do not think that any line of business

has a right to ask the Government to transact its business for it at a loss, be it great or small; and the loss to the Government in carrying second-class mail is enormous, and that is admitted.

*Mr. Moses:* I can only say to the Senator that two schools of thought exist with reference to that question also. The department, through its cost-ascertainment report, estimated the loss in the carrying of second-class mail matter at \$76,000,000 a year, as I recall the figures. The publishers, however, maintained before the Joint Select Committee on Postal Rates—and maintained with very great force, and certainly with plausibility and with every show of accuracy—that the great publications more than paid the cost of handling in the mails. If we come to analyze second-class matter, however, it will be found that the deficit of that class of mail arises from causes wholly dissociated with the great publications.

To begin with, every weekly paper printed in the United States is circulated in the county of its home office without paying any postage whatever. There are 6,000 publications which receive a preferential rate, a flat rate, all over the country—a rate approximating the very low rate on second-class mail matter which existed prior to the revenue legislation of 1917. To those two elements may be attributed the greater part of the deficit in second-class mail transportation. I imagine that no Senator would think of taking away from the country weekly the privilege of free circulation in the county; and when Senators reflect that the privileged class of second-class publications consists of the religious, scientific, educational, and agricultural publications, I imagine that most Senators would hesitate before depriving that class of publications of this preferential rate.

*Mr. Gooding:* Yet the Senator agrees with the department that its investigation of the cost of actually carrying the mail shows a loss now of \$76,000,000. My understanding is that it is \$86,000,000.

The point I am making is that these great publications that this bill will benefit have made a vicious attack upon agriculture in that they say that agriculture is "going to loot the Treasury" because it is asking a loan of something like \$400,000,000 to enable the great business of agriculture to be carried on successfully; and that involves no loss to the Government. Every dollar will be paid back; but every year the Government is sustaining a loss in carrying second-class mail matter of, I say, from my information, \$86,000,000, and you are going to add to that immense loss \$7,600,000 more. It seems to depend on whose ox is being gored when we talk about "looting the Treasury."

*Mr. Moses:* That is a fact with reference to most legislation that comes in.

*Mr. King:* Mr. President, will the Senator yield to me?

*Mr. Moses:* I yield to the Senator from Utah.

*Mr. King:* If it is the purpose of the Government, as indicated in the response of the Senator to the queries propounded by the Senator from Ohio, to make the Post Office Department self-sustaining, and the House bill provides for a deficit of only \$13,000,000 and the Senate bill for a deficit of \$38,000,000, why would it not be better for us to take the House bill and reject the labors of the committee of which the Senator is the able chairman?

*Mr. Moses:* One answer to that, Mr. President, is the argument of business generally that low prices stimulate trade, and that by reducing the rates on second-class matter we shall attract into the mails again this 100,000,000 pounds of second-class mail matter which was driven out by reason of the high rates. The other answer is that, in the language of a great leader of the party to which the Senator from Utah belongs, we are confronted by a condition and not a theory.

*Mr. King:* May I propound another inquiry?

*Mr. Moses:* Yes, indeed.

*Mr. King:* In view of the Sen-

ator's statement that further investigations were needed, if I understood him correctly, I should like to ask him why, after these years of investigation—and I know that the question of postal rates has been the subject of investigation for many, many years—facts have not been elucidated that will enable us to determine whether the Post Office Department's figures are correct or not? They report a deficit of between seventy and eighty million dollars in carrying second-class mail matter.

*Mr. Moses:* Yes.

*Mr. King:* Those figures are challenged. With all of these investigations, and with the vast amount of figuring which has been done by experts who have worked upon this scheme, is the committee of which the Senator is chairman now uncertain as to what the facts are respecting that matter?

*Mr. Moses:* The great item of cost which produces the deficit in the handling of second-class mail arises from the small publications, so slight in weight that some of them, as shown before the committee, would take 120 to the pound, and yet each one of those pieces has to be given the same handling that a periodical weighing three pounds would have; and the 120 pieces pay only the cent and a quarter rate in the first zone, whereas the pound piece pays the same, or in multiples of that, depending on the weight.

*Mr. Couzens:* The Senator spoke of 100,000,000 pounds of mail matter going out of the service of the Post Office Department. Where does it go?

*Mr. Moses:* Some of it is carried by express. Some of it is carried on trucks. Some of the large metropolitan newspapers, for instance, finding the zone rate to be, as they deem it, onerous, set up truck services of their own, which enabled them to take into the near-by territory their publications at a cheaper rate than that imposed by the postal rates.

*Mr. Couzens:* Was that service satisfactory to them?

*Mr. Moses:* Does the Senator mean the truck service?

*Mr. Couzens:* Yes.

*Mr. Moses:* Evidently not, because they want the lower rates so that they can put this matter back into the mails.

*Mr. Couzens:* Evidently the service that they set up so as to take this matter out of the Post Office Department is not satisfactory; and they ought to pay materially more for better service, although they do not seem to be willing to do that.

*Mr. Moses:* Possibly I made a bad choice of words, I will say to the Senator. There is a great element of safety to the mails when in charge of the Postal Service, which does not obtain when the mail is carried on trucks or by private conveyance. Most users of the mail look upon the element of safety as of very great value in the use of the mails.

*Mr. Couzens:* Are they willing to pay for it?

*Mr. Moses:* They think they are paying for it.

*Mr. Couzens:* As I understand, the committee has not obtained any figures which enable them to arrive at even an approximate estimate as to whether that pays the cost of the service.

*Mr. Moses:* I am willing to admit that there is no class of mail matter today, except letter mail, which is carried at anything like a profit in the Postal Service. In other words, the service exists for the purpose of rendering service.

*Mr. Couzens:* Has the Senator any figures as to what the difference will be between the cost and what we receive on this particular class of mail as provided in the bill?

*Mr. Moses:* The Senator means if the 100,000,000 pounds come in?

*Mr. Couzens:* Yes.

*Mr. Moses:* Immediately, I would say, we ought to get somewhere between six and eight million dollars.

*Mr. Couzens:* Of additional revenue?

*Mr. Moses:* Yes.

*Mr. Couzens:* And to obtain that additional revenue, what will it cost the Government?

*Mr. Moses:* In overhead, nothing.

*Mr. Couzens:* No; but in actual transportation?

*Mr. Moses:* The immediate reduction, according to these figures, \$38,000,000.

*Mr. Couzens:* So to get \$6,000,000 worth of additional business we pay \$38,000,000. Is that the idea?

*Mr. Moses:* No; that is the business that is promised by the publishers to come in at once. Of course, it is thought that a great deal more will come in, and it probably will.

*Mr. Couzens:* I understand the more that comes in the greater the deficit, because the actual handling is costing us more, regardless of the overhead.

*Mr. Moses:* That may be true, but the general deficit in the department will diminish from year to year.

I was in error in the figures which I gave to the Senator regarding the second class. I should not have charged this whole \$38,000,000 to the second class, because, as the Senator would see from these figures which I quoted before, the total reduction in second-class zone rate revenues is \$7,610,000, and we should get at least \$6,000,000 immediately. My own opinion is we will get much more.

*Mr. Norris:* Mr. President, will the Senator yield?

*Mr. Moses:* I yield to the Senator.

*Mr. Norris:* I was interested in the colloquy the Senator just had with the Senator from Michigan, and I want to make inquiry of him about what he designated as the "truck" service. That applies particularly to the second-class mail?

*Mr. Moses:* Yes.

*Mr. Norris:* The Senator says that is unsatisfactory to the people who are sending that kind of mail?

*Mr. Moses:* Evidently, or they would not be clamoring to get back into the Government-carried mail.

*Mr. Norris:* The truck service is not Government operated?

*Mr. Moses:* Not at all.

*Mr. Norris:* I believe the Senator said that the patrons sending

that kind of matter through the mails regarded the Government service as much safer than the truck service?

*Mr. Moses:* Yes.

*Mr. Norris:* I am rather dumbfounded at that. That would seem to indicate that the Government is doing more efficient business than these private parties who operate the trucks, where the blessed private initiative comes in. That seems to go contrary to the conviction that the Government ought to do no business, and that private people can do all business so much better.

*Mr. Edge:* Has the Senator in his investigation through the department, or with representatives of the department, reached the conclusion that, through a return to the lower rates of 1920, as provided, as I understand, under the bill, there will be a sufficient increase in second-class matter at the lower rate to enable the department to transport it at a profit, or even to break even with it? Has the committee gotten that far in its investigation?

*Mr. Moses:* I think it is very likely that the Government will break even, and for the reason that because of the space method of compensating the railroads, we shall be able to utilize the space in the mail cars much better than we do now; that is to say, paying for space in a mail car by linear feet, the loadings will be higher toward the roof of the car, and, without any additional compensation to the carriers, I think without question this added volume of second-class mail matter will come in, and the added revenue will be practically all "velvet."

### Karl Emery Joins Baltimore Agency

Karl Emery, until recently with the Butterick Publications, New York, has joined the Winfield D. Davis Advertising Agency, Baltimore, as business manager.

### Appoints Van Allen Agency

The Mono Aircraft Corporation, Monoline, Ill., manufacturer of Mono-coupe air craft, has appointed The Van Allen Company, Chicago, advertising agency, as advertising counsel.



M

# By Golly-----that "American Boy" copy is good stuff--- it certainly fits Our Journal Juniors

We've all read about the doings of Dick and the rest of the "regular fellers"... and their influence on the American family, with which we all most heartily agree...



## *The* JOURNAL Portland-Oregon

BENJAMIN & KENTNOR COMPANY.... Special Representatives

NEW YORK—2 West 45th St.

CHICAGO—203 North Wabash Ave.

PHILADELPHIA—1524 Chestnut St.

SAN FRANCISCO—58 Sutter St.

LOS ANGELES—117 West Ninth St.

SEATTLE—H. R. Ferriss, 3322 White Bldg.

3728

(The Journal maintains an efficient Merchandising Service Bureau,  
at your disposal for surveys, charts, data, etc.)



Today youth must be served, so two years ago The Journal started the Journal Juniors... boys and girls—7 to 17... 31,000 of them there are now, looking to this newspaper for entertainment and information on what to do and how to do it.

They are not asked to subscribe, solicit or do anything but have a good time. They themselves do the work... broadcast twice a week, form baseball and hockey leagues, build miniature planes and boats, stage a dog show, have a 65-piece orchestra, a brass band and a harmonica band, and put on monthly shows that are "wows".

Do they have an influence on the many purchases of Portland families? Do they read their own paper, the section devoted to Journal Juniors?

You know darn well they do and that's why you'll want The Journal in Portland, Ore.





## The Advoider

THIS marvelous invention will protect the people from being favorably impressed by advertising in the "wrong" medium. In other words, if magazine advertising has no "right" to influence them, all they have to do every night, just before bedtime, is to press key "M," which automatically removes from their mental storehouses all favorable impressions received from ads in the magazines.

To remove the favorable impressions received from newspaper advertising, they will press key "N."

To get rid of the favorable impressions received from billboard advertising, they must press key "B."

And to cast out the favorable impressions received from the Street Car cards, all they have to do is to press key "S."

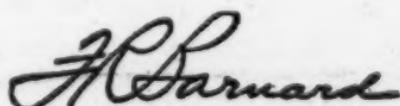
For many years I have stated that good advertising for trade-marked products is simply the delivery of favorable impressions which are retained in the "mental storehouse."

*The purpose of advertising is not to impress the medium on the consumer's mind but to impress the product.* And most consumers do not know, nor is it necessary that they know, where they see the different advertisements for the many trade marked products.

The great advantage of Street Car advertising is the fact that favorable impressions are delivered to the same people every day, sometimes two or three times a day. This preponderance of impressions for the products advertised in the Street Cars explains why they are better known than competitive brands, the advertising of which does not appear in color every hour of every day, day after day, throughout the year.

I created the Advoider to prevent further embarrassment to the advertising agents *who never recommend Street Car advertising for any product regardless of outstanding Street Car advertising successes for similar products.* Now these agents may claim that the Forty Million men, women and children who ride with the car cards every day will not fail to press key "S" on the Advoider every night.

If you do not believe the people will buy Advoiders, then you may be sure the Street Car cards will continue to exert a powerful influence in the selection of trade marked products.

  
H. Barnard  
*National Advertising Manager.*

STREET RAILWAYS ADVERTISING CO.



## ONE OF THOSE “IT” PIECES

*Read what the mailman just handed us:—*

“We are very happy to inform you that the advertising folder on the \_\_\_\_\_ which you designed and printed for us has come in for a great deal of favorable comment.

“Congratulatory letters have been received from practically all of our branch office managers on the attractiveness and the forcefulness of this broadside.

“Perhaps the most interesting letter that we received came from Dr. \_\_\_\_\_, President of (a leading trade paper), who wrote us as follows:

‘Not only is this one of the best pieces of advertising matter in the form of a leaflet which has come to my desk in a long time, but the column headed ‘The Patient Comes First,’ is written in a fine spirit which shows a proper appreciation of hospital ideals. I venture the opinion that the circulation of this leaflet will make many friends for your institution.’

“We invite you to share in this glory and you may rest assured that the Isaac Goldmann Company will be called on again when we are ready to send out another advertising piece.

Sincerely and cordially yours”

(Customer's name furnished upon request.)

*Isaac Goldmann Company*  
ESTABLISHED 1876

PRINTING OF EVERY DESCRIPTION

80 LAFAYETTE ST.  
NEW YORK, N.Y.

TELEPHONE  
WORTH 9430



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# This Campaign Aims to Pull a Sheet Over Tradition

Pequot Newspaper Campaign Will Tell Consumers to Use Three Sheets on Their Beds in the Summer Instead of the Customary Two

Due to circumstances in the staple market, products of the sheeting industry early in 1927 were subjected to a general reduction in price. This was met by tremendous buying by the public, a result which was gratifying at the time. As the months rolled by, however, the consequences of the lower prices proved to be not so pleasing.

Orders received by the Naumkeag Steam Cotton Mills, Salem, Mass., indicated that something must be done if the mills were to hold distribution to the banner record established last year.

Housewives took advantage of the low price and are stocked up. This condition has backed up all along the line. With consumer outlets clogged, large stocks of sheeting have accumulated on the hands of manufacturers, jobbers and retailers. A study of the situation by the Naumkeag company suggested but two lines of possible relief. It could offer a special inducement such as reduced price, free deal or premium offer. Of course it promptly decided not willingly to go riding over the same bumpy trail.

The other possible course of relief is to uncover some idea interesting enough and strong enough to move sheets off the dealers' shelves at a fair price. This course, of itself, is no novelty in thought; the difficulty is in finding the idea that can be made a vehicle to carry it out. An idea has presented itself. It has

been carefully developed and is ready to be put to work to break a tradition that limits the industry's market.

Dealers have had the program thoroughly explained to them. Everything is in readiness for the

## Nevermore..

*The  
wakefulness  
of summer's  
stifling  
nights*



NOW—a simple new idea—and you SLEEP!

GRILLING expensively-made you struggle for sleep. A blanket is too hot, and with only a single sheet over you, you are too cold. How to keep from being forced to get another bed covering just right? That's what Pequot says in its new "Nevermore" campaign.

This is a campaign which has been skillfully conducted by Pequot. The new sheets, made especially for the new use, provide complete rest and relaxation. They are so comfortable even you can easily dismiss three ordinary sheets and one comforter. You can sleep more soundly and comfortably than ever before without the warmth and weight of a blanket.

Nevermore means restful, comfortable sleep. What a relief! And you can enjoy this new comfort without adding to your cost. It's a simple idea—just three extra Pequot sheets.

Pequot sheets are the most popular in America.

Just because you wear Pequot, doesn't mean you have to pay Pequot prices. Many women value even the best Pequot sheets less than \$1.00. They value others far less. The Pequot sheets have been sold for as little as 50¢.

What makes value even the best Pequot sheets less expensive? Right now you get Pequot sheets for regular use and not throughout the year.



With this is endorsed by the Pequot. Since before the Civil War, Pequot has sold the best—no one better. The old, tried, reliable—no one else—can't beat Pequot sleep like never before.



**PEQUOT SHEETS**

MADE IN AMERICA

TIMELINESS IN APPEAL AND A NEW USE ARE THE BASES OF THIS CAMPAIGN

introduction of the idea which will be presented to the public in newspaper advertising which will commence on May 13. Basically, the idea is a combination of timely and new-use appeal. It will endeavor to persuade the housewife to use three sheets where two were used before for reasons of comfort. Each advertisement first describes the discomforts of a hot summer night. A sheet and a blanket over the sleeper are too hot, a single sheet alone, too chilly.

With the problem stated, the copy continues:

*But this summer you and your family can sleep comfortably. Follow this practical new idea: don't use a blanket—instead sleep under TWO Pequot sheets!*

Aside from the reasons of comfort, the theme is further developed with the explanation that the still air confined between two sheets acts in the nature of a temperature regulator. Two sheets over the sleeper afford shelter from sudden drafts and a protection from summer colds.

The Naumkeag company recognizes that this campaign is one that will offer advantages to the entire industry. Some people will adopt the suggestion with the exception that Pequot sheets will not be used. Nevertheless, the advertiser is satisfied that in giving the public a new thought, its mind will be stirred and attention will be focused on Pequot sheets. There is the further advantage that in helping to clear dealers' stocks, good-will will accrue to the Pequot product.

Many readers of the advertising, it is anticipated, may not immediately purchase new sheets. By converting them to the idea, however, greater use will be made of sheets in the home, advancing the time when new sheets will have to be purchased. The novelty of the sales appeal in each advertisement, followed by a discussion of the Pequot product, and the reasonableness of the suggestion, all constitute an avenue of distribution for dealers' stocks and consumption of goods.

Six newspapers in New York and Chicago will be used in the campaign which starts May 13 and continues for five weeks, preceding and tying up with June white sales. From full-page to quarter-page space will be used. Comments in the trade, to which the campaign is now being merchandised, encourage the Naumkeag company to believe it has touched on a plan that will break down the traditional two sheets to a bed custom, which has been a handicap to the entire sheet industry.

## Award Winners in New York Art Directors Exhibit

THE seventh annual exhibition of advertising art, held by the Art Directors Club of New York, opened at the Art Centre, New York, on May 5. Out of a total of 5,000 exhibits submitted, 260 illustrations were selected for hanging.

The jury of awards, of which Stuart Campbell, of Ray D. Lilli-bridge, Inc., is chairman, selected the following list of awards for each section. In the list, the name of the advertiser, of the advertising agency and the artist are given:

1. Paintings and Drawings in Color:  
 (a) Figures: Bristol-Myers Company, Pedlar & Ryan, Inc., Henry Sutter, Medal; Victor Talking Machine Co., N. W. Ayer & Son, Eduard Buk Ulreich, First Hon. Men.; Stehli Silk Corp., Olmstead, Perrin and Leffingwell, Inc., Helen Dryden, Second Hon. Mention.

(b) Still Life: H. J. Heinz Co., Calkins & Holden, Inc., E. A. Georgi, Medal; Switzerland Cheese Association, N. W. Ayer & Son, Paul Froelich, Hon. Mention.

(c) Miscellaneous: Cunard Steamship Co., Ltd., John Curtiss & Co., Inc., Louis Fancher, Medal; Victor Talking Machine Co., N. W. Ayer & Son, Edward A. Wilson, First Hon. Men.; Van Raalte Co., Federal Advertising Agency, Inc., MacGregor Ormiston, Second Hon. Men.

2. Black and White Illustrations:  
 (a) Halftone Reproduction: E. I. du Pont de Nemours & Co., Frank Seaman, Inc., Will Hollingsworth, Medal; N. W. Ayer & Son, house advertisement, Julian de Misky, First Hon. Men.; Stehli Silk Corp., Olmstead, Perrin & Leffingwell, Inc., Katherine Sturgis, Second Hon. Mention.

(b) Line Reproduction: A. G. Spaulding & Bros., Young & Rubicam, Inc., Rockwell Kent, Medal; The National Casket Co., George Batten Co., William Rienecke, First Hon. Mention.

3. Poster and Car Cards:  
 R. H. Macy & Co., Leo Rackow, Medal and Barron Collier Prize; The Ford Motor Co., N. W. Ayer & Son, Floyd M. Davis, First Hon. Men.; Chicago, North Shore & Milwaukee Railroad, William Frederick Elms, Second Hon. Mention.

4. Decorative Design:  
 Lord & Taylor, Olmstead, Perrin & Leffingwell, Inc., J. Franklin Whitman, Medal.

5. Photographs:  
 Weber & Heilbronner, Bijur & Spitzer, Anton Bruehl, Medal; Fostoria Glass Co., N. W. Ayer & Son, Grancel Fitz, Hon. Mention.

# Do you write as you would talk?

**I**F you could talk face to face with the millions of people who ultimately consume your goods, you'd be careful to talk in simple, direct language that most of them would surely understand.

Does your copy talk that way?

Unless you are selling a really high-priced luxury, most of your customers are sure to be pretty plain, unimaginative people.

Copy that creates a spark in their minds must at least come within sparkling distance.

Examine your present copy—does it?

# Ruthrauff and Ryan

inc.

NEW YORK  
CHICAGO  
ST. LOUIS

# The "Service Man" Is Taking the Place of the Missionary Salesman

Dealers Welcome the Service Man Because He Helps Move the Old Stock Instead of Trying to Force More Goods on Their Shelves

By A. H. Deute

**T**HIS experiment is now in its fourth year. In brief, here is what it is: A food product was highly advertised, well and favorably known, with practically perfect distribution. It was realized, though, that unless definite work be done on the retail trade, competition would creep in. Just advertising would not be enough. The orthodox missionary salesman proved too expensive. Forcing more and more goods onto the retailers' shelves was not accomplishing its purpose. It cost too much and it accomplished too little. But to discontinue the missionary man would endanger the market.

"What was to be the answer?

"Here is what we did: We selected a young man. He was not a salesman. We did not employ him to do any high-powered selling. On the contrary, he went out as a service man. He was supplied with an automobile. He carried a plentiful supply of advertising matter. He made his calls with the same regularity as the regulation missionary salesman.

"But the big difference was this: The missionary man's job was to induce the dealer to buy. The service man's job was to help the dealer sell the line.

"Now, we did not make that move with any idea of seeing business on that line slip backward in that territory. On the contrary, what we were trying to accomplish was to build the business but reduce the selling cost.

"Some years ago, it became apparent that with advertising obliging the dealer to carry a product, the old-time method of forcing him to order and re-order on the theory that the more he had the more he would sell, was entirely wrong. It simply caused overloading. It resulted in merchandise growing old and stale on

dealers' shelves. It aggravated the trade. And it made for a higher and higher selling cost.

"Now, the service man in that territory, at present in his fourth year, has demonstrated the other side—what we hoped would happen. In the first place, the business in the territory has increased. In the second place, the selling cost of the service man has been considerably less than that of the missionary man who went before him. In the third place, the trade feels kindly toward the service work. Dealers appreciate and value the work he is doing. Distribution has not only been maintained but increased. And, what is even more important, the product is getting better store display and there is more store advertising than was obtained by the missionary man."

#### TEACHING THE DEALER TO SELL MORE

The above is a summary of the matter as told to me last week by George William Bentley, of the George William Bentley Company, wholesaler, of Boston. He continued:

"The missionary man could and would go out and produce orders from retailers. These orders would often bulk up large. But every man who has handled missionary orders knows how many of them fail to deliver. There is really no use trying to force merchandise onto the dealer's shelves in excess of what he can sell. The great problem in modern merchandising from the manufacturer's standpoint is not that of inducing the dealer to buy more. It is a problem of teaching him and helping him to sell more."

This service type of contact man, representing the manufacturer or distributor, is coming more and more into prominence at the present time. His job is in many re-



Oscar Wells  
of  
Birmingham,  
Alabama

President . . . First National Bank, Birmingham, Ala.  
Vice-President . . . Birmingham Fire Insurance Company  
Director . . . Woodward Iron Company  
Director . . . Southeastern Power and Light Company  
Director . . . Federal Reserve Bank of Atlanta,  
Birmingham Branch  
Ex-President . . . American Bankers Association

**editorial influence  
with men of  
influence**

**AMERICAN BANKERS  
Association  
JOURNAL**

110 East 42d Street

CHICAGO

LOS ANGELES

New York City

(25,499 net paid A. B. C. reaching 9/10)  
of the Banking Capital of America

# Rates Go Down

The Farm Journal announces a reduction in advertising rates on run of the book stock, effective July issue. Circulation steadily growing and will continue to grow.

The new rates will be:

**Black and white—**

<i>Page</i>	\$3,000
<i>Two columns</i>	2,100

**Black and one color—**

<i>Page</i>	\$3,150
<i>Two columns</i>	2,200
<i>One column (or <math>\frac{1}{3}</math> page)</i>	1,150

The Farm Journal is glad to pass on to advertisers the saving effected in manufacturing by our newly-completed battery of the finest, modern, high-speed precision color presses and other new and improved equipment.

With 1,400,000 national circulation—the largest in its history—The Farm Journal is dominant among farmers.

# The Farm



**first**



**in the**

PHILADELPHIA

NEW YORK

BOSTON

ATLANTA

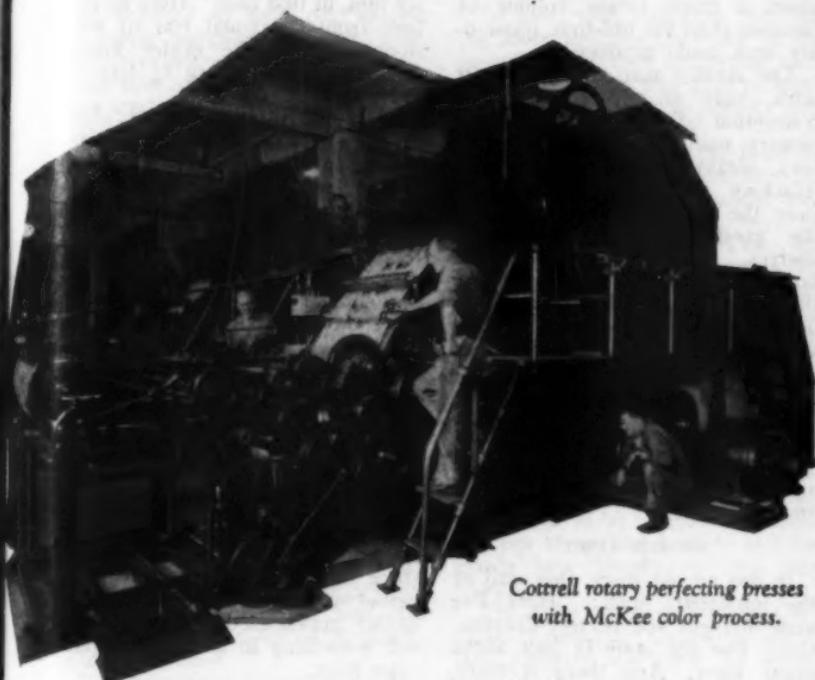
CHICAGO

May 10, 1928

PRINTERS' INK

111

# n-Circulation Up



Cottrell rotary perfecting presses  
with McKee color process.

1,400,000 Responsive Circulation

# Journal

farm field

TA CHICAGO · SEATTLE · SAN FRANCISCO · LOS ANGELES

spects more varied than that of the old-time missionary man. In many ways he must be more versatile.

The ideal service man is, on the face of things, not a man who forces orders. On the other hand, the properly trained, hard-working service man actually does bring about a much larger volume of business than the old-time missionary man could produce.

The service man must, to start with, have an entirely different conception of his job. The missionary man could cover a territory, obtain ostensibly highly satisfactory distribution, then start over the territory again and find the goods still on the dealers' shelves. He could then advise the house that there must be something wrong with the merchandise or with the price or with the advertising because the goods hadn't moved. The old type of missionary man felt in no wise responsible for the inability of the item to move. In fact, in such event he usually felt he had a grievance against the product, the advertising and the house.

#### AN OLD STORY

It was an old story, this wail of the missionary man: "Here I've gone and got you perfect distribution. Put the stuff in just about every store. And there it stays. I can sell 'em. But I can't go out and do the retailer's work, too. I can't do the advertising department's job. I can't do any more than load the trade. From there on, it's up to the product and the advertising."

That soothed the conscience of the old-time missionary or specialty man. But not so in the case of the service man. He doesn't stop when he has found the trade loaded. On the contrary, that is just the beginning of things with him. Where the missionary man left off, the new-school service man starts in.

"Just how does such a man put in his day?" I asked Bentley.

"First," was the reply, "he fills his car with advertising matter. Then he starts on his rounds. As he makes his calls on the retail

trade, he doesn't expect to go into a store and find the dealer out of the product. On the contrary, he explains to the dealer that he is there to do what he can to help the product move. Probably he has already called on that dealer several times. The dealer is glad to see him, in that case. Here he differs from the usual run of missionary men. The dealer knows this man is not there to talk an order to him.

"The first thing he does is clean up the stock. This may mean replacing a damaged or a broken or shop-worn package or two. It generally means taking the goods off the shelf, dusting the space and replacing the goods in a neater way. Then he notices a spot on the counter or in a convenient place on the floor and suggests a display which he can build there out of stock in the warehouse. Or there may be a chance to put in a window display.

"The able service man is not opposed to working in some other product than his own into such a display. One day I saw a service man on a pancake flour line work in a stock of griddles and also a stock of a slow-moving syrup together with the pancake flour. The dealer appreciated this chance to sell something in addition to pancake flour.

"By the time this service man had completed the counter display, it was evident that the dealer should have another shipment of pancake flour coming. The suggestion to that effect received ready consent from the dealer to turn in the order. The dealer did not feel that he had been sold something. He saw all of his remaining stock nicely arranged in a salable manner and realized that it would soon be sold."

Recently, in Los Angeles, Harry Stevens, sales manager of the Western Wholesale Drug Company, told me of the change taking place in his firm's method of serving customers:

"The distributor today doesn't face the problem of loading his trade. Getting orders today is the second consideration with us. Our

main job is to work with our retail trade and give it a more complete service, a more comprehensive service—in short, put ourselves into position to make better retail merchants. So our men in the field are no longer trained to just get orders. They are trained and coached to help our dealers be better merchants. To do that, our representatives in the field must first of all be sound, progressive students of retail merchandising. Of course, they must get business. But we realize that in order to get the volume of business, we must have, for customers, retail druggists who are doing business in a big way. Our men must work accordingly."

Four confectionery salesmen were fighting for the business in the same territory. There was really not enough total business in there for all four. At best, they obtained small volume with a relatively high selling cost.

#### SENDING OUT A YOUNGSTER

One of the four companies came to the point where it could no longer stand the strain. It did not want to withdraw from the territory. So it took a youngster out of the factory and sent him into that territory in place of the high-priced salesman.

The youngster knew he was no salesman. It was his first experience on the road. However, he understood candy. He was artistic. He could make appealing displays. He was not afraid of work. What he lacked in salesmanship and selling experience he made up in the service he rendered. Here was his method of introducing himself:

"I'm not a salesman. Never have sold goods. Always worked in the factory. But I can handle candy, and I'll help you sell anything you buy from us."

The first thing the retailer knew, this youngster was cleaning out his candy case and making an attractive display of the goods. Then he put up advertising matter and made a counter display of package goods. While he was doing that, he jotted down the items the dealer would need. Finally, he

would present that list to the dealer and say: "You're short of these things. I'll be around again in two weeks. By that time you'll be cleaned out of the candy I've put in your case. If you want this to arrive about then, I'll fix it all up for you nicely."

In time, that youngster was doing more business than any of the so-called star men competing with him. The trade was glad to leave it to him to arrange stocks and keep them on the move.

A few weeks ago, the head of the Cooper Grocery Company, of Waco, Texas, told me about two of his territories. Both were of about the same size. They resembled each other in practically every way. "And yet," he went on, "one route gives us a great deal more business than the other. It is in the men. One man is a good salesman. The other man is a great service man. The former stops, though, when he has sold a man a bill of goods. The other man only starts in there. The second man can teach the merchant how to be a better merchant. He can show him how to sell the goods he's bought so he'll buy more."

The sales manager of the Corvallis Creamery Company, Portland, Oregon, told me a few weeks ago of the success of his force of men placing salad dressing. Those men operate trucks. They work from store to store. They don't really sell goods in the old sense of the word. There is really none of the practicing of what is known as high-powered salesmanship. In fact, one would hardly call these men salesmen at all. These men are interested primarily in helping their merchants move goods. Being able to do that relieves them of the need of working so hard to get a signed order for something or other.

These men inspect the stock, clean it up, set it neatly in order and replace what has been sold. But they do more than that. They do a number of things which makes it relatively easy for the dealers to move that brand. In the first place, they manage to preempt a nice space on the shelf.



*Typography of  
Unquestioned Excellence* ?  
*or*  
? *Typography With a  
Question Mark—Which*

THE Advertising Typographers of America correspond in plan, purpose and performance to the American Association of Advertising Agents. Like theirs, our roll of members is a roll of honor. Like theirs, our aim is to winnow the wheat from the chaff. Like them, we set a standard of personal character, business probity and financial responsibility. Like them, we seek to bring into our membership those worthy of it and to keep out the unskilled, the unequipped, the unscrupulous and the undeserving. Delete the question mark! Buy composition only from members of this association.




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• MEMBERS OF •

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## ADVERTISING TYPOGRAPHERS OF AMERICA

*National Headquarters*

461 EIGHTH AVENUE, NEW YORK

WENDELL W. FISH . . . . .	919 Union League Building, Los Angeles
FROST BROTHERS . . . . .	207 West 25th Street, New York
DAVID GILDEA & CO., INC. . . . .	22 Thames Street, New York
HAYES-LOCHNER . . . . .	106 East Austin Avenue, Chicago
MONTAGUE LEE CO., INC. . . . .	216 East 45th Street, New York
FREDERIC NELSON PHILLIPS, INC. . . . .	314 East 23rd Street, New York
PROGRESSIVE COMPOSITION CO. . . . .	Ninth at Sansom Street, Philadelphia
STANDARD ADVERTISING SERVICE . . . . .	230 West 40th Street, New York
EDWIN H. STUART, INC. . . . .	422 First Avenue, Pittsburgh
SUPREME AD SERVICE . . . . .	229 West 28th Street, New York
TRI-ARTS PRINTING CORP. . . . .	27 East 31st Street, New York
TYPOGRAPHIC SERVICE CO. OF N.Y., INC. . . . .	216 E. 45th Street, New York
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TYPOGRAPHIC SERVICE CO. . . . .	417 Pico Street, Los Angeles
KURT H. VOLK, INC. . . . .	215 East 37th Street, New York
WARWICK TYPOGRAPHERS, INC. . . . .	617 North 8th Street, St. Louis
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WOODROW PRESS, INC. . . . .	351 West 52nd Street, New York
AD SERVICE CO. . . . .	313 West 37th Street, New York
ADVERTISING AGENCIES' SERVICE CO. . . . .	216 East 45th Street, New York
ADVERTISING TYPOGRAPHERS, INC. . . . .	231 West 29th Street, New York
THE ADVERTYPE CO., INC. . . . .	345 West 39th Street, New York
ASSOCIATED TYPOGRAPHERS, INC. . . . .	460 West 34th Street, New York
BERTSCH & COOPER . . . . .	154 East Erie Street, Chicago
J. M. BUNDSCHO, INC. . . . .	58 East Washington Street, Chicago
E. M. DIAMANT TYPOGRAPHIC SERVICE, INC. . . . .	195 Lexington Ave., New York

They spread the stock out nicely. They arrange it on the shelf so that the casual customer can hardly fail to see it.

At the same time, they are having a friendly little chat with the clerk. It is true the chat must be brief, because the truck must be on its way. But the same amount of time which the missionary man spends in coaxing an order out of a dealer is spent by these service men in teaching the clerks how to sell.

I talked with one such man now conducting his own little business manufacturing and selling horseradish, potato chips, salad dressing and mustard. He told me he had been a specialty salesman for ten years. Then he had put a few thousand dollars into this little manufacturing business. He soon found out that if he continued to act as salesman and employed a delivery man to deliver, it meant high-pressure selling on his part. His line was not backed up with much advertising, so it proved to be uphill work. That method of selling meant carrying of accounts and much office expense. Then, too, his capital was limited. So, in order to stay in business, he dropped his delivery man, took the truck over himself, put the business on a cash basis and began making his rounds with the truck and the stock.

He soon found himself beyond the necessity of selling goods. His developed into the problem of getting out of the back of the store the stock he had sold each dealer on a previous occasion. The dealer would report "no call." But when the stock was well displayed it moved during the interim between calls. Now he no longer sells goods in the old sense of the world. He "services" some 500 retail stores. He sees to it that his goods are kept on the move.

In Buffalo, a relatively new food product was put on the market. Practically perfect distribution was developed in a few weeks by high-pressure methods, backed up with sufficient advertising.

The orthodox type of missionary salesman, making his rounds after

that, reported in store after store, "Still plenty on hand—stock moving only slowly." The salesman, in his weekly "suggestion letter," advised more advertising in large space and a special deal to the trade. This proved to be out of the question from a dollars-and-cents standpoint.

As an alternative, the manufacturer said to himself: "Some stores are selling out readily and re-ordering. Others are not. It must be the store, not the consuming public." An investigation brought out the fact that where the article was well displayed and where it really had a chance, it moved. But the actual consumer demand was not yet great enough to pull the product out from the back room of the store. Obviously the solution of the problem lay in getting the product displayed—in helping the dealers move it.

So the specialty salesman was dropped. In his place a service man was sent out. For some reason or other the service man can be secured for considerably less money. Often he is just a young chap willing to work and do what he is told. In this case, this youngster is starting in where the missionary man left off. He is doing what the missionary man felt was really beneath him. The youngster realizes that his job is to say to the dealer, "How much have you got on hand? Where is it? In the back? Well, it won't sell back there. Suppose you let me bring it out and display it. Then watch it go!"

Experience proves that it is much easier to interest a dealer in getting something he has in stock to sell than in trying to get him to buy more. But once the product is on the move, there is relatively little trouble in getting repeat orders. In fact, the same dealer who can stand off the highest-powered missionary man actually gives an order to the helpful service man.

#### Walker Vehicle Company Appoints E. F. Twyman

E. F. Twyman, formerly general sales manager of the Commercial Truck Company, Philadelphia, has been appointed assistant general sales manager of the Walker Vehicle Company, Chicago.

No guesswork—you KNOW  
that DuraSheen signs  
are going to be right!

Fisenlohr's

**Cinco**

Cigars

The Baltimore Enamel & Novelty Company, makers of DuraSheen signs, is the outstanding manufacturer of porcelain enamel signs. They serve most of the greatest advertisers in the country. Some signs which they created 25 and 35 years ago are still rendering full time service.

Porcelain enamel signs are the finest type of colored outdoor signs made,—and DuraSheen signs are the standard by which all porcelain enamel signs are judged.

Let us submit a sketch and quotation. No obligation.



*The*  
**BALTIMORE ENAMEL**  
*and* **NOVELTY COMPANY**

Makers of "DuraSheen" Lifetime Signs

P.O. BOX E-4, BALTIMORE, MD. — 200 FIFTH AVE. NEW YORK

# 4 PLACES past the decimal

OR

**why Refinery Superintendents are interested in things in addition to meters and monkey wrenches.**

**R**EFINERY operation is governed by the price of gasoline.

When the price slumps—when the nation's stocks on hand increase—the superintendent cuts his run of crude and battles to save every tenth of a cent of cost by every method of refinery efficiency. When the price climbs, he aims for maximum output for his plant. His value to his company is determined by the way he keeps his refinery operations and costs in tune with the market.

The market price of gasoline is even more important to him than to the Sales Manager. The latter may have to sell "at the market." But the superintendent must produce below the market or his plant finishes the

year in the red. His interest in price doesn't stop at the sales manager's simple fractions but extends out four places past the decimal.

That's why Refinery Superintendents are COMPELLED to keep in constant touch with the latest, most authoritative price information. Of course, he is interested in processes, in equipment, in technical data—BUT those are secondary in immediate importance to PRICE. This explains why refinery superintendents read National Petroleum News regularly each week. They must know about price trends\* as well as engineering trends and this paper gives them both.

*Edited from*

TULSA, OKLA. . . . World Bldg.  
CHICAGO . . . 35 E. Wacker Drive  
NEW YORK . . . 342 Madison Ave.  
HOUSTON, TEXAS . . . West Bldg.  
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... Petroleum Securities Bldg.

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# NATIONAL PETROLEUM NEWS

**Human Interest Insures Reader-Interest**

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\* The price quotations in N. P. N. are recognized as being so accurate that contracts for millions of gallons of petroleum products a week in the Oil Industry are based on them.

# Some Points to Be Considered in the Use of Color

Preliminary Campaign Is Required on Salesmen and Dealers—How Color in Advertising Benefits Consumers

By Rexford Daniels

COLOR has been called the fourth dimension of business, because it injects into business an entirely new element.

When a manufacturer decides to bring his product out in color, he has stepped into what might be called another world of merchandising. The old laws which formerly governed his selling, he will find, very often do not hold true in this new field, and he must re-organize his business from the ground up.

The element of color, in a business, usually starts from the outside and works inward. Somebody has the bright idea of introducing color into the product to give one more selling point, or to establish one more point of contact with the public. From this angle it works back through the selling organization into the production end and then into the advertising. As soon as the advertising begins to pull, a reverse current sets in, going through production and into the selling organization. In other words, a sort of alternating current is set up, which, if it has not been anticipated, will often wreck a company in a short while.

A prominent rubber company, which was already in difficulties, became further embarrassed through putting color into its products without first thoroughly investigating and laying out a selling campaign. In the beginning, it seems, not all of the executives of the company were sold on the color idea, because few of them knew anything about it, but the younger element in the business were enthusiastic and got permission to try it. They mapped out an extensive advertising campaign, gave glowing literature to their salesmen and started in production. Sales increased rapidly, salesmen wrote in enthusiastic let-

ters, and the public dashed into the stores to buy. And what happened? The company went ahead and increased its lines. It brought out all kinds of color combinations, it improved on the advertising, and it loaded dealers with merchandise. And then sales began to fall off.

After a number of months, when the receivers pieced together the broken parts, they found out what had happened. In the first place, the company had gotten ahead of its market; secondly, it had forgotten to train its selling force in the rudiments of color, and thirdly, it forced on the dealers, under the pressure of enthusiasm, merchandise of unsalable colors, which could not be moved. In other words, it had auto-intoxicated itself into unconsciousness.

In the use of color, there are very definite laws which should be taken into consideration, and followed. The use of color requires a technique all its own, the fine points of which can only come after years of experience.

## THREE IMPORTANT POINTS

For present purposes, there are three points which should be kept in mind. The first is: the public is in a mood to receive information about color and colored products; second, the public can absorb color information just so fast and third, in absorbing that information, the public is instinctively opposed to anything which smacks of teaching. If these points are kept in mind, it will help give the selling of color a conservative tempo.

As color is usually put into products with a mercenary idea behind it, it is well to consider where the responsibility for selling it will first fall. That place is the company's salesman. On him will evolve the task of selling

the dealer and in return, translating the needs of the public to his company. His instruction, therefore, should be a couple of steps in advance of what the dealer knows and what the company tells the public.

This can be done in many ways; by sending the salesmen to schools, by direct-mail instruction, by conventions or by individual instruction. All these have been tried, and with success, depending upon the conditions in each business. A silk company sends its salesmen a weekly list of questions and answers which have been asked its salesmen, a furniture distributor periodically sends an interior decorator with each of his salesmen to arrange sample rooms in leading stores and to give the salesmen lessons in the evening and a plumbing company keeps its new men in the factory for three months to learn new problems of ceramics.

#### "EXTERIOR DECORATORS"

The Swanfeldt Tent & Awning Company, of Los Angeles, went so far as to give its salesmen the designation of "exterior decorators." A description of the process which was necessary to give them the proper training shows the detail and care which must be taken in presenting the color situation from a practical angle.

"When we first considered merchandising on a national scale," said Andrew Swanfeldt, president of the company, "we were faced with the very serious problem of educating each new dealer to sell awnings by radically different methods. The introduction of the scroll awning in colors, previously unknown, made it necessary to put the selection of design by the consumer on a more scientific basis.

"In our local field," he continued, "we had succeeded in training our salesmen to give expert advice on the proper choice of color and construction for every type of home. This we had accomplished by retaining a noted interior decorator. We held weekly classes, using plaques of stucco and color prints of brick as the background for instruction. The

salesmen were then taught how and why to select certain patterns for each different background, and why others should be discarded.

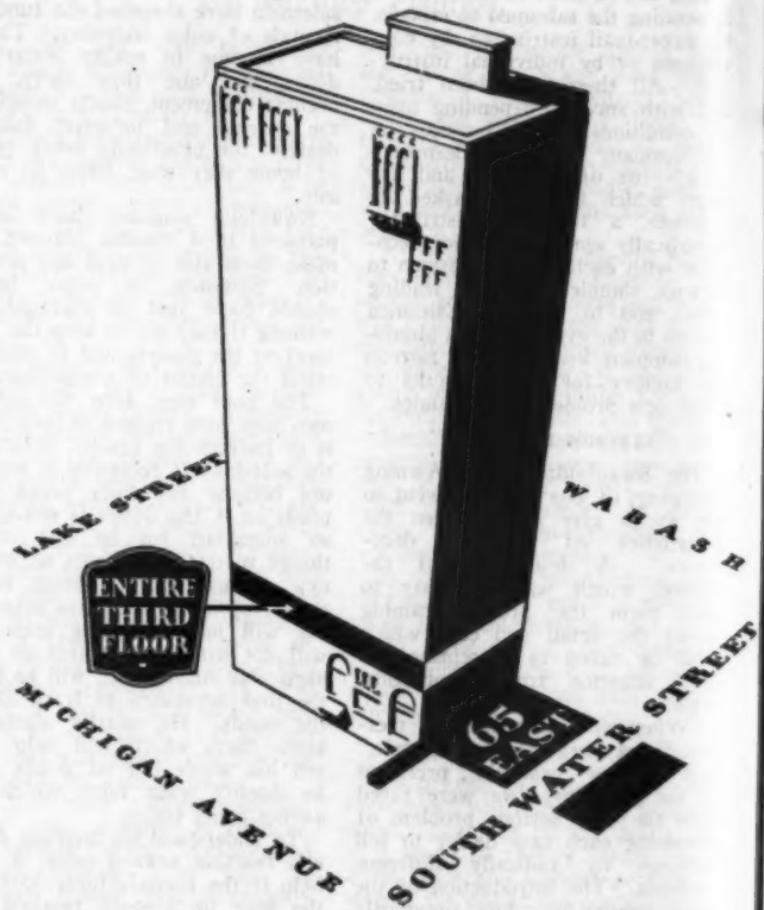
"This course of training," Mr. Swanfeldt concluded, "has proved excellent both from a theoretical and practical standpoint. Our salesmen have absorbed the fundamentals of color harmony. They have become in reality 'exterior decorators,' and they carry, as regular equipment, charts showing the correct and incorrect fabric designs for practically every type of home they were likely to run into."

Swanfeldt salesmen have been prepared in a manner planned to make them able to meet any situation. Salesmen in other lines should have just as thorough a training if they are to keep the respect of the dealers and to understand the claims of competitors.

The next step, after the salesmen have been trained in their job, is to instruct the dealer. Whereas the salesman is receptive to teaching because his daily bread depends on it, the dealer is not quite so amenable, for he has other things to do. He wants to know new things, but he wants them served up in an attractive manner. He will not read long treatises, will not listen to lectures on one particular subject, nor will he give the time necessary to learn about the goods. He usually wants to know facts which will help him sell his whole line of goods, and he doesn't want facts which he cannot apply today.

To understand the average dealer's reaction toward color, it will help if the manufacturer looks at the way he himself reached his present attitude. A survey of the colored advertisements of the last ten years will show pretty well what stages manufacturers went through, and as manufacturers are nothing more than human beings behind desks, they can better understand how other human beings behind desks will also react.

We first saw manufacturers using white space with the objects —be they pots or pans, silks or satins, automobiles or toothpicks—slapped upon the page in solid



J. M.  
**BUNDS**  
65 EAST SOUTH WATER ST

# at Home *after May 7th*

Here Type Can



SERVE You

On May 7th, Bundscho bunched both its type shops in Chicago, taking the entire third floor of that spick-and-span new building at 65 East South Water Street. + + Here in the very heart of Chicago's advertising district will be an entire floor devoted to supplying beautiful typography to the advertisers of America. + + Modern new equipment, the better to serve you; a more central location, the easier to get to you; more light, more comfort, more elbow room to make us happy in our work. + + Nothing spared to permit us to give you the superb typography which has made us "typographical headquarters" for the advertising profession. + + At home after May 7th—here type can serve you.

BUNDSCHO  
INCORPORATED  
65 S STREET, CHICAGO

colors. There they stood, by themselves, with no association or tie-up with anything else. In other words, the first impression of color which the manufacturer had was merely of his product by itself and in the solid colors. The dealer is no different. He first sees a product, such as a pot, stove, chair, etc., as a separate piece of merchandise. He sticks one or a hundred of them in his window and lets the public do the imagining of those articles in their homes.

But soon the manufacturer finds out that color cannot exist by itself and shows the pot on the stove, the silks made up into dresses and the automobiles placed against attractive backgrounds. He also learns that tints and shades blend better than solid colors, and therefore brings out his line in golden red, or ruby, sky blue, azure, or turquoise, and other such shades.

A glance at the changes in colored advertising shows the trend which advertising has taken to fit in with the progress in color appreciation which manufacturers go through.

The Johns-Manville Corporation is showing its shingles on attractive houses instead of individually, the General Electric Company is selling lighted rooms instead of bulbs, and cigarette companies are selling atmosphere and prestige by featuring exclusive association.

And soon the dealer follows suit. He makes up a window to resemble a completely furnished room, has models exhibit finished gowns, or puts the pots on stoves in the kitchen furnishing department. The dealer has then seen that color demands association and that it is not an individual affair.

In selling the dealer, this changing attitude toward color is wise to consider, as it will prevent a lot of needless selling which will go over the dealer's head. A kitchen-utensil manufacturer recently made the statement that his wares followed a regular course in distribution. They were first popular in the cities, then in the towns and finally in the villages. "When we first brought out color,"

he said, "it first sold in the best stores in the city and in pure colors. Now those stores want tints and shades and the first-class stores in towns are demanding the solid colors. When we sell dealers," he continued, "we never try to make them jump ahead of themselves or of their customers. We show them our solid color line first, and then wait about six months or so, and sell them the others. You have to go slow or else you will talk over their heads and over the demands of their customers."

#### CONSUMERS WANT THE ANSWER FIRST

And finally we come to the consumer. He or she is no different from the manufacturer or the dealer, except that she, in most cases, is on the buying end. Her livelihood does not depend on her knowledge of what she buys, but rather on the emotional appeal which it has for her. She, therefore, is not receptive to teaching, but like a child wants to know what the answer is first, and then will work out the problem to see how it was reached.

The Pompeian Company at first tried to explain to women of different types that certain rouges and lip-sticks would go best with their complexions. It was not very successful in this until it brought out actual illustrations of each type of beauty and the actual rouges which went with it. Then the people went to the beauty parlors and stores to ask the reason why. But they asked the question with the firm conviction of ultimately buying that particular shade of rouge which was shown as best for them. They wanted to see the answer first, and learn the reason afterward.

The "answer first" idea is being played up more and more in our retail stores. There they show the finished use of a product. No longer do they try to sell several pieces of furniture in separate parts of the store and then try to instruct the customer how to combine them. Instead they make up model rooms, complete to the last detail, showing all the appropriate furniture together, and then sit

back and answer the customer's questions. The public has proved itself not very good at visualizing, and therefore every effort should be made to keep it from going astray.

In selling the consumer, therefore, it is best to leave as little to the imagination as possible, especially as to color combinations. For the consumer, although she wants to know, is not sure of her own judgment. The improvement in printing and color work has shown her things of such wondrous beauty that she frankly admits she could not have duplicated them without outside help. That is why interior decorators are in their hey-day—because they will do a person's visualizing.

When we apply these principles to reaching the consumer through advertising, we see people wish to know the whole story rather than part. They want to see how the linoleum looks on the floor, the pot looks on the stove and the towel looks in the bathroom. They wish to see how an article can be used rather than what it is made of.

The next question which comes up is what type of advertising is best to use to sell color. On every hand figures may be had to show how sales have been increased through the use of colored space. In many cases all the credit has been given to colored advertising for increasing the sales. This is not a true picture of the situation, because a great many more factors enter in than just color advertising. The head of the industrial division of one of the larger agencies, when approached for figures on campaigns which his agency had run, said that he knew of no campaign in which comparative figures could tell a complete story. "Usually when a concern starts to advertise in color," he explained, "they do so because they have a new appeal. You have to figure into the results the added appeal of a product; the new class of people it is going to; change, if any, in price and many other factors. It is true that color alone has better attention value, but that is no more important than getting a louder whistle. The people will stop quicker, but they

won't necessarily buy any quicker." Color advertising has been found to be the best to sell colored goods, there is no doubt about that, but that advertising must be of an informative nature, giving answers to questions, not problems to be solved. It is much better to show combinations and arrangements than to say that certain colors, when properly arranged, will make attractive ensembles and then leave the arrangements up to the public.

### New Accounts for Weston-Barnett, Inc.

The Yard-Boy Incinerator Company, Chicago; the Canedy-Otto Manufacturing Company, Chicago Heights, Ill., maker of automotive equipment, etc.; the Eclipse Lawn Mower Company, Prophetsown, Ill., and the Geneva Manufacturing Company, Geneva, Ill., maker of unpainted furniture, have appointed Weston-Barnett, Inc., Chicago advertising agency, to direct their advertising accounts.

### "The Auto Review," New Magazine

*The Auto Review* is the name of a new monthly magazine published at Tacoma, Wash., for the automobile owner and driver. H. H. Edwards is business manager, with headquarters at Tacoma. J. Boyd Reed is editor, with offices at Auburn, Wash.

### Canada Dry Sales and Net Income Gain

Canada Dry Ginger Ale, Inc., New York, for the quarter ended March 31, reports sales of \$2,372,425, against \$1,919,590, for the first quarter of last year. Net income for the first quarter amounted to \$589,407, against \$508,108 for the first quarter of last year.

### V. F. Hobbs Joins Milwaukee Agency

Verne F. Hobbs has been appointed art director of the Koch Company, Inc., Milwaukee advertising agency. He formerly was with the Harry E. Wilson Art Studio, Racine, Wis., and the Manz Corporation, Chicago.

### New Orleans Agency Elects J. H. Epstein

Joseph H. Epstein has been elected vice-president of the Fitzgerald Advertising Agency, Inc., New Orleans. He joined this agency last September.

# 55 THRIVING TOWNS over a million population

**One Great  
Newspaper  
Takes You  
into  
9 out of 10  
of the English  
Reading Homes**

PITTSBURGH today is a one newspaper town—if you use The Press.

So secure is its standing among the 1,000,000 people in the fifty-five towns that make Pittsburgh—so complete is its coverage—that your selling message in its pages goes into nine out of every ten of the English speaking homes.

There is only one other metropolitan paper in America that so completely dominates so rich a market.

Pittsburgh's industrial payroll exceeds two million dollars a day. Yet Pittsburgh has a lower percentage of foreign born population than New York, Chicago, Detroit, or Boston.

Pittsburgh has two million people within a thirty mile radius.

#### These 55 Towns are Pittsburgh

#### CITY OF PITTSBURGH AND BOROUGHS

Aspinwall	Crafton	Fairhaven	McKees Rocks	Pittsburgh City	Swissvale
Avalon	Davis Island	Greentree	Millvale	Roslyn Farms	Terrace
Banksville	Dormont	Hays	Mt. Oliver	Rankin	Thornburg
Bellvue	Edgewood	Homestead	Munhall	Redman Mills	West View
Ben Avon	Emsworth	West Homestead	Neville Island	Sharpsburg	Westwood
Braddock	Etna	Ingram	North Braddock	Spring Garden	Whitaker
Carnegie	Evergreen	Loupervile	Pittcock	St. Clair	Wilkinsburg

#### TOWNSHIPS

Baldwin	Stowe	Mifflin	Penn	Robinson	Scott
Kennedy	Kilbuck	Union	Wilkins	Ross	Shaler

All within 8 miles of Pittsburgh Courthouse



Its bank clearings in 1927 were over 9 billion dollars—exceeding St. Louis by nearly two billion, Kansas City by over two billion and Detroit by more than five hundred million.

It leads Philadelphia, St. Louis, Boston and Los Angeles in income tax payments. Its purchasing power—including the industrial payroll—is a billion a month.

The Press not only reaches Pittsburgh's people, but is a part of their daily lives. It will sell your merchandise—quickly—and at a surprisingly low cost.

One newspaper—and only one—is all you need to do the job in Pittsburgh.

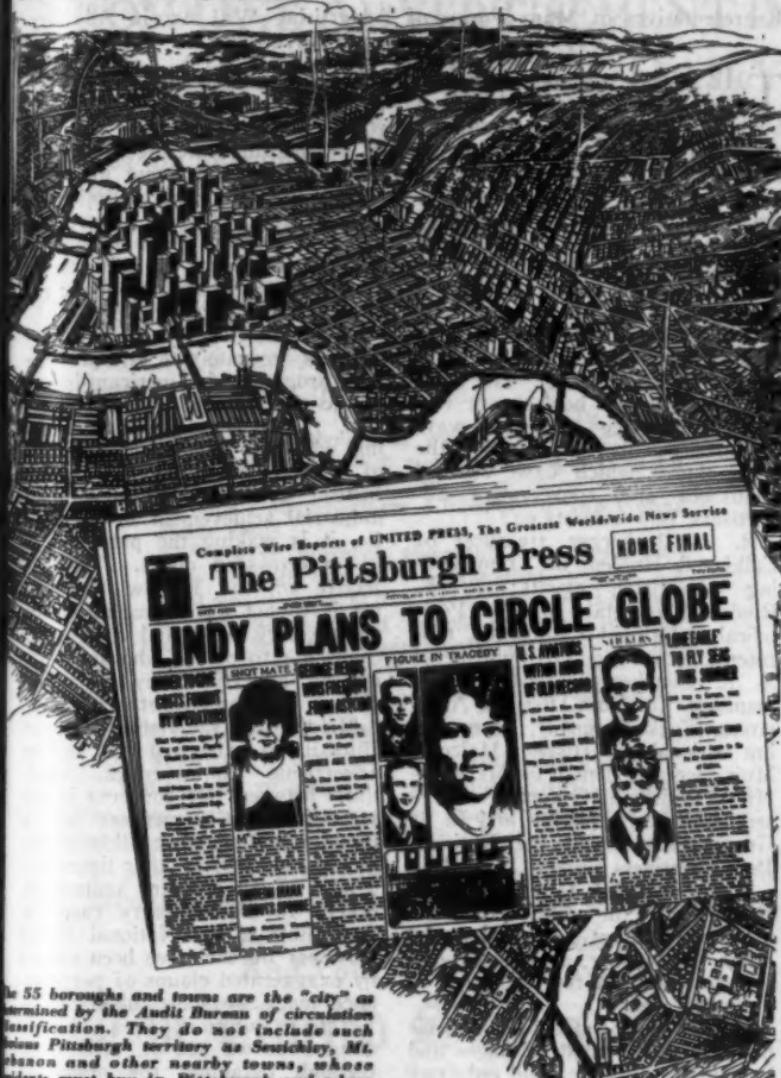
The 55 determine classification of business F  
chan  
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T  
A  
HEMME

New Y

# that's PITTSBURGH!

in 8 mile radius



In 55 boroughs and towns are the "city" as determined by the Audit Bureau of circulation classification. They do not include such vast Pittsburgh territory as Sewickley, Mt. Lebanon and other nearby towns, whose residents must buy in Pittsburgh and where the Press is the one preferred home newspaper.

# The Pittsburgh Press

A SCRIPPS - HOWARD NEWSPAPER  
MEMBER AUDIT BUREAU OF CIRCULATIONS AND MEMBER OF THE UNITED PRESS

National Advertising Departments:  
New York - Chicago - Detroit - Cleveland - Los Angeles - San Francisco - Seattle



# National Better Business Bureau Forms Review Committee

Representatives of Many Forms of Advertising Will Act in Advisory Capacity to Control Super-Advertising

THE disease of super-advertising, diagnosed and described by C. B. Larrabee in a series of recent articles in *PRINTERS' INK*, is to be watched carefully by an important new committee. Not only will it be watched carefully, but the new committee, called the Review Committee of the National Better Business Bureau, offers a method by which advertising itself can take steps to get rid of some of the unbelievable copy which is hurting all advertising. The committee, which has held one or two unofficial meetings to discuss ways and means of handling some of the copy abuses which have worried publishers and conservative advertisers, now consists of:

R. P. Clayberger, treasurer of Calkins & Holden, Inc., representing advertising agents; R. E. Rindfuss, secretary of the Periodical Publishers Association, representing that group of publishers; S. E. Conybeare, assistant sales manager, Linoleum Division, Armstrong Cork Company, representing national advertisers; Malcolm Muir, vice-president of the McGraw-Hill Publishing Company, representing business papers, and E. L. Greene, director of the National Better Business Bureau.

It is intended to enlarge this committee by the addition of other men to represent newspapers and other advertising mediums. Mr. Greene said to a representative of *PRINTERS' INK*:

"While our Review Committee is still in its formative stages and has, up to this time, held only two meetings of an informal character, I am enthusiastic about the possibilities of this joint effort to be made by representatives of organized advertising to eliminate some of the bad features in competitive copy claims and to point out to advertisers the effect that insincere advertising has upon all advertising.

"There are two kinds of advertising which are harmful and which the committee will consider in its monthly meetings. One is the fraudulent statement in violation of the law and the other is plain puffery or super-advertising which is today a great menace to the development of advertising along lines of its true economic relation to business problems.

"The problem of modern advertising is accurately to interpret the real progress of American industry to the masses of our population. There is so much advertising which is flamboyant and full of exaggerated statements, that instead of correctly interpreting industrial achievement to the public, it is making the public raise its eyebrows in doubt. The objective of the Review Committee is to act as a clearing-house, an advisory body and a friendly counsellor to people who are hurting all advertising by ridiculous claims and flamboyant statements.

"In the past the Better Business Bureau has often got into serious advertising controversies, sometimes between two concerns in the same industry, sometimes into a battle royal affecting all concerns in one industry, at other times into a fight of one industry against another. In almost every case the complaints to the National Better Business Bureau have been caused by exaggerated claims of performance made by some advertiser.

"The solution to obvious abuses, as we see it, will come through obtaining the organized support of all parts of the advertising business. The business itself will come to realize the seriousness of these controversies and their causes and will use the Bureau for securing adjustments and in many cases stopping the controversies before they come to a head.

"The Review Committee will

# MORE THAN 1,000 RETURNS FROM ONE ADVERTISEMENT IN THE UNITED STATES DAILY!

On April 6 the publisher of a leading trade publication announced in *The United States Daily*—and nowhere else—that a

## Series of Articles on Price Cutting

would appear in the April issue of this magazine on sale April 15.

The day after the magazine went on sale more than 1,000 extra copies had been sold! But his letter to us tells the story:

April 16, 1928.

"The only advertising which we have done on our April issue, which contains the special series of articles on the subject of price-cutting, was the single advertisement published in *The United States Daily*.

"We have, however, given this issue some publicity through our talks with various people, but must credit most of the extra sales on this issue to the advertisement which appeared in your paper. Our extra copies total in excess of 1,050 additional copies up to the present time."

(Name on Request.)

Here is immediate response . . . here is low-cost selling . . . sales at less than 20c each.

Isn't your product or service equally interesting to the men making buying decisions every day for thousands of corporations? If it is you will find it equally profitable to talk directly to these men through display space in *The United States Daily*.

**Sell Influential America  
And You Sell All America**

# The United States Daily

Established March 4th, 1926

*The Only Daily Newspaper Devoting Itself Entirely to the Official News  
of the Government*

**DAVID LAWRENCE**  
President

New York Office:  
Graybar Building  
420 Lexington Ave.

Executive Offices:  
Washington, D. C.

Chicago Office:  
London Guarantee Bldg.

**VICTOR WHITLOCK**  
Vice-President and  
Director of Advertising

Detroit Office:  
Dime Bank Building

Member A.B.C.

Circulation Now in Excess of 30,000 Net Paid A. B. C.

# Reveal Merit Accurately .....illustrate with Photographs

*If you are a realtor, convince your prospects with the indisputable evidence of photographs.*



*Architects appreciate the immense value of photographs . . . and use them freely to give prospective builders a true picture of what "it will look like."*



*Manufacturing jewelers depend upon photographs to give the retailer a true, comprehensive understanding of their products.*



*"How will it look on my table?" asks the prospective purchaser of a dinner set. The shrewd manufacturer answers with attractive photographs.*





© M. A. C.

PHOTOGRAPHS tell the story clearly where verbal or written descriptions often confuse. And the story Photographs tell is always believed—because everyone, everywhere, respects the camera's truthfulness. A suburban home, an architectural detail, a table service, a selection of silverware—anything—can be set before the buyer as it actually appears . . . if you illustrate with Photographs. To reveal merit most accurately, use Photographs freely in your advertising!

# PHOTOGRAPHS

*Tell the Story*

thus offer a means by which the progressive elements in advertising will be able to support the National Better Business Bureau when it runs up against conditions in which an advertiser refuses to change a course detrimental to the well-being and progress of all advertising.

"The committee, soon to be enlarged, will meet once a month in New York City to consider cases put up to it. It has long been time that all factors in advertising who have had at some time or another to deal with controversies which affect their business should organize a clearing-house.

"As individuals, it has been difficult for these separate factors to make real progress. It has also been costly to some of the pioneers who would try to get their advertisers to make less competitive claims unsupported by facts, only to see the advertiser run the same copy in some other publication not so careful about the copy it accepted.

"Under the plan of the new committee the reason for objections to controversies and wild claims in advertising can be expressed by the National Better Business Bureau and supported by the Review Committee, which will represent all branches of advertising.

"The committee will carefully review complaints, use every effort to come to a sound conclusion either on an individual piece of copy which has been objected to, or a big controversy and make its report to the National Better Business Bureau. It will enable the Bureau to be a more effective spokesman for the best interests of all advertising, by putting behind the Bureau important men who are sincerely interested in the best interests of advertising.

"It is our plan, when a report has been made by the committee, to advise the advertiser of its findings and in some cases to issue reports of the findings and interpret them in the effect they will have on the future of advertising. Individual cases will be used to bring out the Bureau's methods and policies.

"The greatest effect of this new committee, as I see it, will be to set up, not an outside critic or censor, but to give expression to the feelings of men within the industry itself concerning the type of copy which if allowed to continue in its present form will hurt the effectiveness of all advertising."

### Death of Virgil M. Smith

Virgil M. Smith, of the Chicago office of the E. Katz Special Advertising Agency, died at Chicago on May 6, shortly after his return home from New York where he had been during the convention of the American Newspaper Publishers Association.

For ten years Mr. Smith had been associated with the New York office of the Katz agency and, for the last six years, he had been a member of its Western staff. He also was at one time with the Chicago *Tribune*.

### New Accounts for Bisberne Agency

The Luther C. Draper Shade Company, Spiceland, Ind., the Society for Visual Education, Inc., Chicago, and the Shoreland Hotel, Chicago, have placed their advertising accounts with the Bisberne Advertising Company, Chicago. Newspapers and trade journals will be used for the first two accounts, while newspapers only will be used by the Shoreland Hotel.

### R. W. Baird, Director, Chain Belt Company

Robert W. Baird has been elected a director of the Chain Belt Company, Milwaukee, to fill the vacancy of the late H. Q. Seymour. Mr. Baird is vice-president of the First Wisconsin National Bank, president of the First Wisconsin Company, and vice-president of the First Wisconsin Trust Company.

### H. L. Williams Joins Silver-Marshall

H. L. Williams, recently with the Diamond T Motor Car Company, Chicago, has been made advertising manager of Silver-Marshall, Inc., Chicago, manufacturer of radio parts. He was formerly with the Bendix Brake Company, South Bend, Ind.

### Raymond Highett with Sackheim, Schwab & Beatty

Raymond Highett, formerly with the New York office of the Lyddon & Hanford Company, advertising agency, is now a member of the staff of Sackheim, Schwab & Beatty, Inc., New York advertising agency.



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name?*

# NEEDLECRAFT

MAGAZINE

supplies 1,000,000 practical home-women authoritative and useful information

*on*

NEEDLEWORK IN ALL ITS FORMS  
HOME DECORATION  
HANDICRAFT  
FASHIONS  
FOODS AND DOMESTIC SCIENCE

On the next page you can see what is in the name  
**NEEDLECRAFT MAGAZINE**

*What's in  
a name?*

# NEEDLE

## MA GZ

100% Home Service divided as follows:



12.3%

11.2%

13.5%



11.1%

3.2% 2.3%

10.5%



2%

18.7%

1.3%

13.9%

Cooking and Domestic Science . . . . .	12.3%	Render Service . . . . .	10.5%
Living Room . . . . .	11.2%	Bed Room . . . . .	2.0%
Fashions . . . . .	13.5%	General Needlework and Editorial . . . . .	18.7%
Children . . . . .	11.1%	Bathroom . . . . .	1.3%
Baby . . . . .	3.2%	Home Decoration . . . . .	13.9%
	2.3%	Fiction . . . . .	0.0%
			100

# CRAFT MAGAZINE

1,000,000 readers

home builders

practical

the creative kind

practical . . . practical

make things . . . bake things

very practical

a well-defined and well-housed group

the only woman that man really understands

the practical woman

national advertisers understand the value of the practical woman

on the next page

practical proof

UNDERSTANDING  
THE VALUE OF A  
CIRCULATION OF  
1,000,000 PRACTICAL  
WOMEN IS WHAT  
MAKES LINEAGE  
GO UP . . . AND  
UP . . . AND UP

**3**  
NATIONAL ADVERTISERS  
1909

## AMONG THE 78

ALABASTINE	placed by	H. W. KASTOR & SONS C
BAKER'S COCOA	placed by	BARTON, DURSTINE & OSBORN
BON AMI	placed by	ERICKSON COMPAN
BORDEN'S CONDENSED MILK	placed by	YOUNG & RUBICA
CALUMET BAKING POWDER	placed by	SEHL ADVERTISING AGENT
CAMPBELL'S SOUP	placed by	F. WALLIS ARMSTRONG C
CERTO	placed by	J. WALTER THOMPSON
DEL MONTE FOOD PRODUCTS	placed by	H. K. McCANN C
EVEREADY FLASHLIGHTS	placed by	N. W. AYER & SO
FELS-NAPHTHA SOAP	placed by	YOUNG & RUBICA
FLIT	placed by	H. K. McCANN COMPAN
HEINZ "57"	placed by	CALKINS & HOLDE
HINDS HONEY & ALMOND CREAM	placed by	BARTON, DURSTINE & OSBORN
IVORY SOAP	placed by	BLACKMAN COMPAN
JELL-O	placed by	YOUNG & RUBICA
KELLOGG FOOD PRODUCTS	placed by	N. W. AYER & SO
KNOX GELATINE	placed by	FEDERAL AGENT
KOTEX	placed by	LORD & THOMAS & LOGA
LISTERINE	placed by	LAMBERT & FEASLI
LUX	placed by	J. WALTER THOMPSON COMPAN
MOHAWK RUGS	placed by	Z. L. POTTER COMPAN
O-CEDAR POLISH	placed by	CRITCHFIELD & COMPAN
PEPPERELL SHEETING	placed by	BARTON, DURSTINE & OSBORN
P. & G. WHITE NAPHTHA	placed by	BLACKMAN COMPAN
PILLSBURY FLOUR	placed by	DOLLENMAYER ADVERTISING AGENT
RUSSIA CEMENT	placed by	CHAS. W. HOYT C
WHITE HOUSE COFFEE	placed by	STREET & FRIEND

## NEEDLECRAFT MAGAZINE

CHICAGO  
307 N. MICHIGAN AVE.

285 MADISON AVE., NEW YORK  
ROBERT B. JOHNSTON, Advertising Manager

BOSTON  
OLD SOUTH BLDG.

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# "Stop Delegating Your Selling Problems to Others"

Some Advice to the Manufacturers of Cotton Piece Goods

By S. R. Latshaw

President, Butterick Publishing Company

THE road to the solution of your problems does not lie in the study of statistics nor in concentration on problems of manufacture. Historically the textile manufacturer has considered himself primarily a mill man. He has concentrated on buying, weaving, dyeing, printing and finishing and until twenty years ago, in the majority of cases, he delegated his selling. In many instances he still delegates his selling.

The new industries that have sprung up in the last few decades, such concerns as Campbell's soups, National Biscuit Company, Simmons beds, the entire automobile industry, most of the packaged foodstuff manufacturers, even the co-operative growers of Sunkist oranges, Sun-Maid raisins and the like, have not only undertaken the production of goods but have assumed the problem of selling them. Campbell not only makes the soup but sells it, although technically the sale is *consummated* by the retail grocer.

Fifteen years ago I talked to a mill treasurer with a capacity at that time of fifty miles of gingham an hour. I tried to interest him in the women who consume his goods. I made no progress whatever. I was assured that his line was closed two hours after its opening. I asked this gentleman who purchased his goods. His reply was "the jobber." I asked him if he was interested to whom the jobber sold or where or how and his answer was a complete negative.

Within the last year or two I was talking to the treasurer of a Southern mill with more than 25,000 hands employed, and in

asking him about his apparent success he told me that with his new magazine looms he had a 15 per cent greater efficiency than some of his Northern competitors. This lay in manufacturing. It was in manufacturing improvements that he was primarily interested.

However reluctant the textile manufacturer may be to assume the problem of selling his goods, I believe that it is necessary.

How many textile manufacturers do you know who are studying style tendencies, trends, or even more than that—how many of them know actually what is transpiring at the moment?

However, let us pass that. Assuming that the manufacturer does study style tendencies, does keep abreast of the change in women's demands or whims—and remember the truth that lay in one man's assertion when he said, "My wife has a whim of iron"—there is a great deal that can be done to stimulate the increased consumption of dress goods. The most intelligent effort that I know of in this direction is one recently launched as a Bureau of the National Retail Dry Goods Association—to be called the Costume Art Association. I commend your attention to the work of this bureau and the opportunity that lies ahead of it.

With piece-goods representing 10 per cent of the department store sales, merchants are naturally interested in their promotion. The department and dry goods stores in fostering this movement are not interested in pushing any particular fabric or any particular weave, and certainly no particular line or trade-mark. The merchant is, however, interested in increasing sales and the stimulation of an increased consumption of piece-

Portion of a talk delivered before the recent semi-annual meeting of the National Association of Cotton Manufacturers.

goods. Against that laudable ambition I trust you will interpose no objection.

What new uses can you develop for cotton piece-goods? The company with which I am associated has developed and is developing new uses. We have furnished and are illustrating and describing an attractive room in which the wall covering and the hangings are identical in material—a very charming print. If you are to compete with any fair degree of success with the wallpaper manufacturers, you might find outlets for many additional millions of yards. This is but one of a great many suggestive uses that have been evolved and are being evolved. But, it all comes back to the same thing that I am reiterating, and that is, that the textile manufacturer, however reluctant, must become a merchant—he must market his goods himself just as does the maker of linoleums or carpets.

You will realize that I have completely sidestepped the topic that was assigned to me—to appear as a proponent for magazine advertising. I think that any attempt to discuss with you the relative value of media at this time is entirely premature. As an association I cannot see that you have an opportunity for unified advertising because of the great diversity in your products. Therefore, I hesitate to even suggest association advertising. As individual manufacturers each problem is peculiar unto itself, but there is one thing I think all of you have in common and that is the necessity for continuous, intelligent concentration on the problem of increased consumption. It can be done. A friend of mine, early in this century, was asked to solve the problem of advertising coal tar. Can you fancy anything harder? Well he did a fine job in the formulation of a selling idea for Barrett Specification Roofing, and later in the extension of the product under the name of Tarvia for use on roads.

The decrease in home baking seemed to threaten the Fleischmann Yeast people. New uses for yeast

were exploited to the great increase in total business of the Fleischmann company. Furniture polish that was sold in eight-ounce bottles to be rubbed a few drops at a time on a piano or a chair found a new use. The product was sold by the gallon to be rubbed on the floor with a mop.

You may feel that competitive conditions are keen in your industry; so are they in foodstuffs. Our average capacity is some 3,500 calories a day. The grower, the manufacturer, the packer are all in competition for the capacity of the human stomach. When the possibilities are intelligently studied and cultivated as in the case of Sunkist oranges, they succeed in getting an increasing measure of business against the lower-priced but complacent or indolent competition of prunes, apples and the like. The Sunkist orange people put out an extractor for juice at the soda fountains and greatly increased the consumption of their oranges and lemons. They are now putting out an extractor unit for the homes.

What are you doing to study the market as it now exists and what are you doing to increase consumption? If you were a maker of building materials would you be interested in what architects were putting into their plans and specifications which they were selling to home builders? Do you know or care what the trade is recommending to women and what women are doing about those recommendations with respect to the purchase of piece-goods? Do you think you can continue the next quarter of a century, to delegate your selling problems to others?

I question whether you can advertise successfully as a group. I believe that some of you may be able to successfully advertise individually, but whether as a group or as individuals, it seems to me that your first problem is to study ways and means of increasing consumption. And, that means a study of the market as is, and how it may be influenced favorably toward your fabrics.

**The Advertising Director of The American Tobacco Company says:**

"FOREIGN ADVERTISING METHODS is one of the few worth while books on advertising. It will prove of great value to anyone interested in Foreign Markets."

FRANK W. HARWOOD.

**The Executive Secretary of A. A. A. A. says:**

"A splendid service to American business. Mr. Carlos Cabrera, manager of our Export Bureau, recommends it to all advertising agencies as a text book. We have found it to be accurate in every instance."

JAMES O'SHAUGHNESSY.



# What Makes Them BUY ~ in China?

*In Europe, South America and Asia?*

UNIQUE in its field—this new book, *Foreign Advertising Methods* is as entertaining as it is useful. YOU will read every one of its 262 pages before you put it in your library for future reference. And you will refer to it OFTEN!

Now, for the first time, foreign markets, temperaments, advertising media and copy are helpfully analyzed. Every advertiser and advertising man should own this book. It is invaluable to American manufacturers selling in foreign markets; enlightening and interesting to everyone.

**Foreign Advertising Methods**  
by CHARLES S. HART

Send the coupon below. Examine the book carefully when it arrives; if you decide that you do not want it, return it at our expense and we will refund your money.

*At the Leading Book Stores, \$3.00*

THE DE BOWER PUBLISHING COMPANY, INC.  
1 Park Avenue, Dept. 55,  
New York City



THE DE BOWER PUBLISHING COMPANY, INC.  
1 Park Avenue, Dept. 55, New York City.

Gentlemen: Please send me a copy of Charles S. Hart's new book FOREIGN ADVERTISING METHODS. I am attaching my check for \$3.00 which you agree to refund if the book is not satisfactory.

Name.....

Address.....

City..... State.....

## When You Bow, Bow Low

WELLS ADVERTISING AGENCY  
BOSTON, MASS.

*Editor of PRINTERS' INK:*

Have you any information on file giving the policy followed by various manufacturers in regard to charging express and freight on merchandise that is imperfect and returned to the factory for replacement? We know of two manufacturers making electrical products who charge the customer expressage both ways on items returned to the factory for repair or replacement, having originally been shipped from the factory in an imperfect condition.

This does not seem fair to us, because it is obviously no fault of the customer that imperfect merchandise should be shipped in the first place, and it seems to us the manufacturer should be willing to stand any normal charges connected with the replacement of such imperfect goods; in other words, the customer should only stand the freight or expressage one way, because the expectation is that he will receive perfect merchandise, and under the present system he has to pay transportation charges three times.

WILFRED B. WELLS.

**I**F all human beings were perfectly logical, perhaps the ideal of abstract justice could be obtained even in such a tangled human problem as that of the adjustment of the expense of returned and replaced articles or parts of manufactured goods. Unfortunately, very few people are even remotely logical about anything, and least of all about the adjustment question.

This problem, like most others in the merchandising world, has been discussed both ably and frequently in PRINTERS' INK by men who have had first-hand experience with it. Their articles are available from the files to anyone who wants to study them.

The trouble seems to be that most manufacturers' adjustment policies represent the usual human compromise between a desire to be not only square, but liberal, and the equally human desire not to be imposed upon.

The manufacturer is intensely proud of his own organization, and has implicit confidence in the standards both of manufacture

and of inspection which he maintains. The result is that he just knows—knows with the fervor of complete conviction—that no imperfect article or part possibly could be shipped out from his factory.

Naturally his first reaction to a complaint is that it has been due to ignorance or carelessness on the part of the customer; not to any real flaw in the article. And indeed, customers being what they are, he is probably right more often than he is wrong. Well, he will replace the damaged article or part for the sake of good-will; but he will not pay the express charges.

Then, again, sometimes damage claims turn out to be fraudulent; and so the manufacturer may adopt the policy of billing the replacement at full value, and giving full credit on the returned article only when actually received, inspected and proved to be defective.

The Chinese proverb says, "When you bow, bow low." The theory that "the customer is always right" is probably often overdone; but when the customer really is right—and it does happen sometimes—there doesn't seem to be anything gained by being even the least bit grudging about acknowledging and accepting responsibility. Half-hearted adjustments are worse than no adjustments at all.—[Ed. PRINTERS' INK.]

### Appoint Humphrey-Meredith Agency

The Cleveland Household Supply Company, Cleveland, has appointed Humphrey-Meredith, Inc., Cleveland advertising agency, to direct its advertising account.

The Bessemer Paint Products Company, a newly formed unit of The Para Paint & Varnish Company, Cleveland, has also appointed the Humphrey-Meredith agency to direct its advertising. Farm papers and country weeklies will be used.

### T. B. Thurston Joins John M. Sweeney Company

Thomas B. Thurston has joined the John M. Sweeney Company, publishers' representative, Boston. He formerly was with Pickards Mather & Company, Cleveland.

# Amarillo

**Capital of The Rich Texas Panhandle**



**Serves  
A Mighty Empire  
Of 533,478 Pros-  
perous Americans**

In eight directions from Amarillo, rail lines radiate to distribute \$125,000,000 in wholesale merchandise each year to the 110 towns in a trade area as large as the State of Ohio.

Amarillo is the undisputed capital of this great market—the nearest larger city is 222 miles distant; and this isolation of the Texas Panhandle requires that it be

considered as a separate market.

Pensacola, Florida, is closer than Amarillo to Houston; and this area is naturally influenced very slightly by the far away newspapers of Houston, Dallas, and Ft. Worth.

The Amarillo Globe-News, with an April average circulation of 28,348 daily and 25,364 Sunday, assures the only adequate coverage possible in this prosperous city and its rich trade territory.

## **AMARILLO GLOBE-NEWS**

**Morning—Evening—Sunday**

National Representatives: TEXAS DAILY PRESS LEAGUE

New York

Chicago

Kansas City

Dallas

May 10, 1928



# Why **BUFF** *is the best color for Catalog Envelopes*

*Science proves that printing "shows up" more effectively on buff than on any other color*

NOWADAYS an envelope must do more than merely deliver the catalog in good condition—it must make the addressee want to see what's inside. That means a message printed on the outside of the envelope.

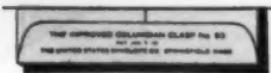
White would give the greatest contrast between message and background—but a white envelope soils too easily, hence is not practical. Brown and gray, and several other standard colors, do not give enough contrast. They have a tendency to "kill" colors printed over them.

The remaining standard color is BUFF—the color of the Improved Columbian Clasp Envelope. Buff will not soil with ordinary handling.

Color science proves that, next to white (which is impractical), buff gives the greatest possible display



The Improved Columbian Clasp—the standard catalog envelope—tough, hard-to-tear paper. Flexible clasp bends without breaking; always lines up with flap punch—and is firmly anchored at four points. Name and size number are always printed on the lower flap.



*Which color is the best for your catalog or booklet envelope?*

is excellent to print on. Takes type, and cuts of not-too-fine detail. Ink dries quickly on it.

Your printer or stationer can supply you Improved Columbian Clasps in 32 convenient sizes.

Specify the full name, *Improved Columbian Clasp Envelope*. Name and size number always printed across the lower flap.

#### UNITED STATES ENVELOPE COMPANY

*The world's largest manufacturers of envelopes*

SPRINGFIELD, MASSACHUSETTS

*With thirteen manufacturing divisions covering the country*

*Improved*  
COLUMBIAN CLASP ENVELOPES



# FELS-NAPTHA

*has opened this rich market*

Fels-Naptha has proved what a rich market Child Life offers, with its responsive 200,000 circulation.

*All homes with good incomes—and children, of course! All good spenders, quantity buyers!*

That's why Young & Rubicam, Inc., has placed Child Life on the Fels schedule for full pages regularly.

And Fels & Company, with five years' experience advertising in Child Life, is but one of many leaders who have proved this magazine's worth in reaching an exclusively *family* market.

Get all the facts. Ask your agency. Or write direct. The Merchandising Bureau, Child Life, 536 S. Clark Street, Chicago.

# CHILD LIFE

RAND McNALLY & COMPANY — Publishers, Chicago

# Should the Sectional Manufacturer Advertise Nationally?

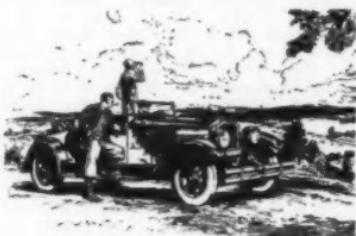
Standard Oil of New York Has Found the Answer to the Question and the Answer Is "Yes"

IT'S an old bone of contention—and it is marked with the teeth marks of a great many advertisers. Some say, "Yes." More say, "No." This bone is constructed of the question, "Can the manufacturer with sectional distribution do national advertising?"

The Standard Oil Company of

the familiar red Socony pump.

It would seem at first glance, then, that Standard of New York advertising could only be valuable if confined to this restricted territory and the company has been a consistent user of space in mediums which reach only prospects living in Soconyland. The com-



Play in New England  
this Summer...and



store away memories that will last all your life

THE STANDARD OIL COMPANY OF NEW YORK  
has a large number of service stations throughout the country, and is one of the largest oil companies in the world. It is the largest producer of gasoline in the United States, and is one of the leading manufacturers of lubricating oils. It is also one of the largest importers of coal, coke, and other products.

GASOLINE SOCONY MOTOR OIL  
STANDARD OIL COMPANY OF NEW YORK

ONE OF A SERIES OF THREE SPREADS DEPICTING HISTORY, SCENERY AND MANUFACTURING IN NEW ENGLAND

New York is one of the manufacturers to answer "Yes," and it has made its answer all the more emphatic by a series of advertisements now appearing in a national medium.

As most automobilists know, the distribution of Socony products in the domestic market is confined almost entirely to that section of the United States which the company has christened "Soconyland." This territory is made up of New England and New York State, a compact and, so far as square mileage goes, comparatively small part of the United States. Only motorists traveling in these States are served from

Hill after hill, road winding over wooded hills through narrow valleys, along the shores of crystal lakes. Here is the land of the modern, progressive, enterprising. Here are 125 golf courses. Here are 1,000 swimming beaches. Here are 1,000 miles of lake and riverbank trails, challenging recreation paths, clean, well-laid, spacious lawns. Let the coastal Melungeons, the hillside Indians, come the Green Mountains and the White Mountains, climb Mount Washington, enjoy the Moose woods, enjoy the forests, and fish and swim—and live.

Evening New England! Beautiful New England! Irreducible New England! It spans the numerous waterways in Bay and bays open until New England's own sea comes, and ends in the great lakes. And on the seashore, New England is one only a great barrier and tremendous mystery, her great human assembly. The scenes of those industries are common, friendly people. You can have more about America's industrial life, and have a more quickly told, than explore this. Bring the children! And come!

pany, however, looked at the problem from a different point of view.

"Let us admit," it says in effect, "that advertisements in national mediums which feature our product and our product alone would be wasteful. The motorist in Indiana, for instance, who is planning a trip to the Rockies can have a little less than no interest in such advertising.

"On the other hand, why can't we advertise Soconyland in such a way that we get the fellow from Indiana to change his mind about the trip to the Rockies and decide this summer to visit New York and New England? We

bring the customer to our market by advertising our market—and not our products. Once we get the customer inside the market we have an excellent chance to sell him Socony products. He can't go into any section of this market without finding us ready to serve him.

"In addition, we can offer him the benefits of our touring service to help him plan his tour and advise him concerning road conditions. Also we can furnish him with a road map."

There is a secondary value to the advertising which is also highly important. By advertising Soconyland so as to draw tourists the company is also helping the very people who patronize the company year in and year out and buy most of its production.

#### THREE PURPOSES OF THE SOCONY ADVERTISING

The first purpose of the advertising, therefore, is to sell more of the company's products by intensifying, even though only temporarily, the Soconyland market for all makes of gasoline and motor oils.

The second purpose is less immediately selfish; to serve old friends and make new ones at home, by bringing to the whole of Soconyland the good results from the advertising itself.

There is still a third effect that the advertising will have, and that is on people who have been buying the company's products right along. Many dwellers in its territory have not toured their own regions with any degree of intensity and the advertising is so designed as to stimulate more motor travel within the company's markets and at the same time to divert traffic, which might otherwise go to other markets, into Soconyland.

The advertisements are arranged in two series; three double-page spreads dealing with New England and four single pages on New York State.

The first spread on New England shows the famous scene on the Common at Lexington, Minute Men and redcoats face to face on

that historic day in 1775. The headline is, "Come to New England," and the copy reads:

Here five Presidents were born. Four of the houses still stand. Here Paul Revere made his midnight ride and the tea was tossed into Boston Harbor. Here lived Emerson and Longfellow, Whittier and Hawthorne. Stand in the rooms where their great works were produced. Toss a stone on the ever-growing pile which pilgrims have built on the site of Thoreau's cabin.

Follow the trail to the white farmhouse where Calvin Coolidge took the oath by the light of a kerosene lamp. Stand by the bridge where the Minute Men drove back the redcoats, and "fired the shot heard round the world." Visit Bunker Hill. Sit in Daniel Webster's study, and the Wayside Inn. See where Harriet Beecher Stowe wrote "Uncle Tom's Cabin." Take a trip to Plymouth Rock. See the Great Stone Face in the White Mountains. Go down to the harbors where the whalers of New England found respite from the sea.

And, while you are making history live again, visit the industries of modern New England. Their products go all over the civilized world. The men who make them are friendly and glad to welcome visitors.

It is an interesting country, a friendly country—good roads, good people, and clean, inexpensive inns. New England invites you and the children. Come!

The second New England advertisement emphasizes the beautiful scenery of the section and the third its industries.

The New York advertisements feature the Genesee country, the Hudson, the Adirondacks and Niagara Falls.

Each advertisement carries several paragraphs describing the Socony Touring Service which will help tourists plan their trips. The company also calls attention to its road maps and closes with a short paragraph concerning Socony gasoline and motor oils.

Quite obviously the company isn't working very hard to sell its products in this advertising, but the advertising has a tremendous good-will value without any definite effort at selling. It is this good-will value that will carry over and create sales.

In order to merchandise the advertising the company is distributing or helping others distribute copies of the advertisements among the civic and business leaders of Soconyland in the form of portfolios, two being used, one

## A LIFE-SIZE CANVAS

PUT your sales message in the advertising pages of **INTERNATIONAL STUDIO** (*associated with The Connoisseur*) and you are painting it against a life-size canvas. It is true that here is a magazine dealing with all the arts, from oils to folios, but it is true, also, that the purchases of the readers of **STUDIO-CONNOISSEUR** have no limit within the range of refined living. The ever-widening circle of social industry of those who read this magazine, month by month, touches everything of the finest quality from the selection of food, shelter and clothing, to the choice of a new car.

City homes and country houses, Adirondack camps and tours through Florida and France—all imply the need for goods and services which the advertisers of highest quality are prepared to meet.

The meeting place for purchaser and vendor where quality is concerned is in the advertising pages of **STUDIO-CONNOISSEUR**, a class paper of real individuality and a circulation that is not watered-down.

INTERNATIONAL  
**STUDIO**  
associated with  
THE CONNOISSEUR

NEW YORK, 57th Street at 8th Avenue

CHICAGO, 25 No. Dearborn St.	BOSTON, 5 Winthrop Sq.
LONDON, 1 Duke St., S. W. 1	MILAN, Via Bossi, 10
SAN FRANCISCO, 822 Kohl Bldg.	PARIS, 15 Rue Vernet

for New England and one for New York. It is also distributing enlarged copies for window or bulletin board display.

Fourteen thousand of the New England portfolios have been distributed by the New England Council under its own name and with a covering lettering from the executive vice-president of the organization. Six thousand have been distributed by the company itself. In addition, 10,000 enlarged reprints of each series are being sent out as the advertisements appear. These are going to the company's wholesale distributor customers and to its own retail service stations and also to banks and hotels. A New England manufacturer is sending 7,500 reprints to his house-magazine mailing list. The State of Maine Publicity Association is sending 200 to its own list, not duplicating any sent already by the New England Council. A New England box manufacturer is distributing 400 among his customers in many States.

This merchandising has two results: It sells Soconylanders on the attractions and resources of their home regions and wins their friendship and patronage for the company.

### Business Paper Publishers to Hold Spring Meeting

The spring meeting of the Associated Business Papers will be held at Shawnee-on-the-Delaware, Pa., from May 23 to 25. An important part in the program will be given to research of the Engineering Foundation showing the effect that business papers have had on the growth of American wealth.

Another major subject will be the discussion of plans for bringing about a better understanding of business papers on the part of advertisers and advertising agencies.

### George Engles to Direct New Radio Broadcasting Service

The National Broadcasting and Concert Bureau, a service for advertisers and advertising agencies, has been organized by the National Broadcasting Company, Inc. George Engles, for many years active in the field of concert management, has been appointed managing director of the bureau. He was formerly manager of the New York Symphony Orchestra.

### Chambers of Commerce to Co-ordinate Advertising

A co-ordination of the advertising activities of the chambers of commerce of the Pacific Northwest will be effected through the Pacific Northwest Council formed at a recent meeting, held at Spokane, Wash., of secretaries of chambers of commerce in Washington, Oregon, Idaho and Montana. J. A. Ford, managing secretary of the Spokane chamber was named chairman of the executive committee of the newly formed organization.

### Wallace Rogers with Gale & Pietsch

Wallace Rogers, formerly superintendent of the farm department of the Hartford Fire Insurance Company, has joined the staff of Gale & Pietsch, Inc., Chicago advertising agency. At one time he was chairman of the Farm Insurance Committee, which for several years has been conducting institutional advertising campaigns in the farm press.

### V. A. Fleischmann Leaves Koch Agency

Victor A. Fleischmann, formerly secretary-treasurer of The Koch Company, Inc., Milwaukee advertising agency, has sold his interest in that agency and is now with the United National Advertising Industries, Milwaukee, a subsidiary of the Kirby-Cogeshall Company, label manufacturer.

### Textile Account for Toronto Agency

Oriental Textiles, Oshawa, Ont., manufacturer of plush fabrics for automobiles, has appointed Geo. H. MacDonald, Ltd., Toronto advertising agency, to direct its advertising account. Canadian magazines will be used.

### William Boyd Elected to Victor Board

William Boyd, vice-president of the Curtis Publishing Company, Philadelphia, has been elected a director of the Victor Talking Machine Company, Camden, N. J. He succeeds Albert W. Atkinson, resigned.

### New Publishers' Representative's Business at New York

A publishers' representative's business has been started at New York under the name of U. S. Service Advertising. Arthur A. Ruppert, who was recently with *True Story Magazine*, is director of sales of the new organization.

### Joins Detroit Illustrator

Day H. Bacon has joined Gray Garfield Ladrière, Inc., Detroit illustrator, in a sales and contact capacity.

# Exclusive FOOD Accounts

*— an indication of pulling power*

## Chain Stores

The chain food stores use more space in THE HERALD than in any other Syracuse newspaper, daily or Sunday.

THE SYRACUSE HERALD carries more exclusive food accounts than both of the other two newspapers combined.

Here are just a few:

Bean Hole Beans  
Sunkist Oranges  
Arpeako Products  
California Walnuts  
Libby, McNeill & Libby  
Dold Products  
India Tea  
Worcester Salt  
Quality Canned Foods

## Independent Stores

The three largest independent grocery stores in Syracuse advertise exclusively in THE HERALD.

For over twenty years THE HERALD has been the one big dominating food medium of Central New York. There is no substitute for pulling power.

## THE SYRACUSE HERALD

O'MARA & ORMSBEE, Inc., National Representatives

280 Madison Ave.  
New York City

Peoples Gas Bldg.  
Chicago, Ill.

General Motors Bldg.  
Detroit, Mich.

Monadnock Bldg., San Francisco, Cal.



Effective With  
The NOVEMBER Issue

# THE OPEN ROAD

*for Boys*

Announces Its Circulation

# 75,000

Net Paid Guaranteed  
at

**75c A LINE**

# B U T

Now and up to July 1st you can  
schedule thru August, 1929 issue  
at the Present Rate

**60c A LINE**

L. S. GLEASON, *Advertising Manager*  
248 Boylston Street, Boston

**NEW YORK:**  
Educational Adv. Co.,  
Inc., 55 West 42nd St.

**CHICAGO:**  
D. H. Early  
5 North La Salle St.

**PACIFIC COAST:**  
Hallett E. Cole  
2320 Mar Vista  
Pasadena, Calif.



As customary, The Open Road for Boys will continue to give above its guarantee of 75,000 a very substantial excess so that advertisers scheduling space now will be getting very much the best buy in the boy field. A vital medium in the juvenile field.

# The Lust for Inquiries

When Advertising Submerges Consumer Acceptance Principle, Its Real Object and Mission May Be Defeated

By G. A. Nichols

IS the mania for getting quick and directly traceable results robbing advertising of a considerable part of its real business-building effectiveness—in the farm-paper field, for example?

This question, which a great many advertisers, agents and publishers are inclined to answer in the affirmative, unexpectedly intruded itself as the result of a query made of PRINTERS' INK by K. K. Bell, vice-president and general manager of the Calumet Baking Powder Company. He, being a satisfied and consistent user of large farm-paper space naturally is a close observer of that branch of advertising in all its forms. If there are any new ideas to be had, or new applications of old ideas, he wants to know about them. And, by way of parenthesis, it may be remarked that he seems to be overlooking nothing that will enhance the standing of his company and enable it constantly to dig deeper into the buying consciousness of the consuming public.

Mr. Bell asks:

"Why do some advertisers cram their space so very full of facts and illustrations? Certain farm-paper advertisements, many of them in fact, seem to have the old style flavor throughout. They are set in small type which is difficult to read and are the exact opposite of attractive. I wonder why this is? The advertising must bring some real results; otherwise it would not be exe-

cuted in that way. The manufacturers using it must know what they are doing. Just as a matter of interest, therefore, I should like to ask whether this crowded copy has any advantage peculiar to the farm trade? Needless to say I am not speaking in a spirit of criticism; I am merely trying to learn something."

A rather widespread study of farm-paper advertising, made in an effort to gain light on the points brought up by Mr. Bell, reveals the very interesting fact that certain advertisers—smart advertisers, too—are going at the thing in this way because immediate sales, rather than institutional good-will and general consumer acceptance?

These questions were made the basis of a recent survey of farm-paper copy. The discoveries made in the course of this investigation and their significance are related in this article.

Why is so much farm-paper advertising so terribly cluttered up with type matter and illustrations? Is it because advertisers are in a fearful hurry; because they expect to cash in tomorrow on today's advertising? Is a mad rush for inquiries blinding many advertisers to the importance of advertising for good-will and general consumer acceptance?

And here we have the fundamental reason why many farm-paper advertisements are more filled with type matter and illustrations—either reverse etchings,

straight etchings or halftones—than periodical advertisements directed to the general public. The products sold through the use of farm-paper space, other than mail-order copy, usually must pass through the hands of dealers located in relatively small towns over a wide area. In securing dealer distribution, some manufacturers feel that one of the best arguments tending to prove that

their product is in demand is by showing a large number of inquiries from the dealer's own territory. Also farm equipment manufacturers find it necessary to have their salesmen make calls from farm to farm with their dealers and thus feel the need of furnishing inquiries quite regularly for the salesmen to follow up.

The typographical style of the advertisements, in other words, seems to depend on whether the advertiser is after general publicity or inquiries.

Any studious person who will take the trouble to leaf through a farm paper will find that a large proportion of the advertisements are keyed and that tear-off coupons are common. There is not the slightest disposition here even mildly to criticize the key method and the use of coupons; both are highly valuable adjuncts of printed salesmanship. It is plain, nevertheless, that their predominance shows that there still persists in the minds of many manufacturers and their agents the idea that the main test of their farm-paper advertising is the number of coupons returned or inquiries received. This is even true to a considerable extent among advertisers whose commodities are mainly sold through retailers and whose copy in general periodicals is mostly of the publicity type. Such advertisers plainly have the impression that the farm market differs from others and must be given individual treatment. The fallacy of such reasoning has been set forth in *PRINTERS' INK* several times, notably in an article entitled "Who Will Get That Extra Billion from the Farmer?" which appeared in the September 15, 1927, issue.

It is not the purpose here to enter into any detailed discussion about typography in advertising. Some advertising agents tell *PRINTERS' INK* that their clients insist on continuing with the old mail-order style of copy and display because it has pulled so consistently over a long period of years. If a thing is plainly and provably good, their argument seems to be, why change it? And

then, of course, there is much to be said in favor of so-called "reason why" copy.

"My farm-paper advertising," admits an Iowa manufacturer of cream separators, "is not so much to look at and probably is hard to read. Just the same, it has been selling my merchandise in satisfactory volume for the last fifteen years. What's the answer?"

Nobody but a novice or a crank is going to quarrel with a manufacturer over his desire to make his advertising yield the largest possible number of direct and traceable inquiries. Even so, is it not an unutterably foolish thing to get the inquiries at the actual expense of general selling publicity in the advertising message which will establish a stronger acceptance for the product at the point of sale? Which is more valuable in the long run: The cumulative effect of consumer acceptance advertising which builds up tangible good-will for a commodity or shooting the whole works in an effort to get inquiries and get them now?

The reactions of the readers of one farm paper are interesting at this point. The publisher of this paper has a standing offer of cash prizes for the best letters from his readers commenting on the advertisements in specific issues. The readers are invited to indicate the advertisements that appeal to them most strongly and tell why. Necessarily the readers approach the analysis, or whatever it may be called, altogether from the standpoint of the outsider. The chances are that not more than one in a hundred, if even that many, has any technical knowledge of advertising. But they know the presentation that appeals to them the most strongly—perhaps without being able to tell why.

#### WHAT THESE LETTERS REVEAL

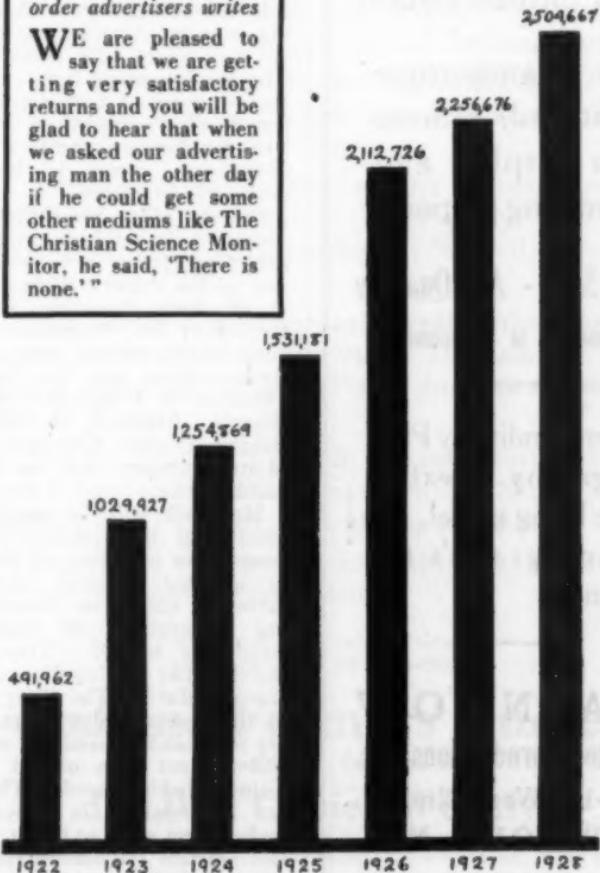
In more than 500 of these letters which *PRINTERS' INK* has had the opportunity of examining, at least ten favor the advertisements of the informative publicity type as against one indorsing those wherein the inquiry feature is pre-

**Advertising Linage  
FIRST FOUR MONTHS  
1922-1928**

**The  
Christian Science Monitor**

*One of The Christian Science Monitor's mail order advertisers writes*

**WE** are pleased to say that we are getting very satisfactory returns and you will be glad to hear that when we asked our advertising man the other day if he could get some other mediums like The Christian Science Monitor, he said, "There is none."



**N E W !**

**Photo-  
Reproductions**

finished in

**ANY SINGLE COLOR**

by Flammertone  
(patented) process  
for display and  
sampling purposes

**Any Size - Any Quantity**

**Mounted or Unmounted**

"Merchandise by Photo-  
graphy. Next to  
the living model, the  
photograph's the  
thing."

**RAINBOW**  
**Photo-Reproductions, Inc.**  
136-146 West 52nd St.  
NEW YORK, N. Y.

*Telephone — Circle 5523*

dominant. And, without any desire to make out a case for either classification, it is only telling the simple truth to say that the letters commenting favorably on the inquiry type praise the merchandise advertised rather than the advertisement itself. Among the advertisements thus mentioned are those of Turner Bros., glass cloth; the Mantel Lamp Company of Chicago, maker of the Aladdin mantel lamp and Andersch Bros., of Minneapolis, dealers in hides and furs.

A Wisconsin woman in writing about the Turner Bros. advertisement says: "We have had our back porch screened in with this glass cloth about three years and it surely gives protection from the cold winds." She tells about having used an Aladdin mantel lamp for five years with good results. The same general trend is to be seen in most of the letters referring to advertisements of this kind. The merchandise, rather than the advertising, seems to be what draws the attention.

On the other hand the advertisements designed to create consumer acceptance with less attention to the inquiry angle, or none at all, draw favorable comments because of their typographical layout and the message they convey. Among these are the American Telephone & Telegraph Company; Bayer's Aspirin; the Calumet Baking Powder Company; Ford Motor Company and the Federal Land Banks.

Mr. Bell will be gratified to know that his company's advertisement in one issue of the paper in question received sixty-three favorable votes, the reasons ranging in length from seventy-five words up to 500. The women say they like the headline: "When Do We Eat?" The three recipes on the page appeal to them. They are not asked to send for anything and are not even invited to buy Calumet baking powder. The product is presented in a way that makes them want to buy it. When this reaction is obtained they need not be asked to buy; they will do so as a matter of course.

An Alabama woman writes: "I

## Announcing a Change in Ownership



NDIANA'S state farm paper, The Indiana Farmer's Guide, is now owned by an organization made up entirely of Indiana people.

The business and editorial staffs are under the direction of Wm. G. Campbell, publisher, and Tom L. Wheeler, editor-in-chief.

A new corporation, the Indiana Farmers Guide Publishing Co., purchased the property from the former owner, B. Kirk Rankin, of Nashville, Tenn., on April 18, 1928.

*The Guide is now the only weekly farm paper owned, edited and published in Indiana. It has been a real guide to agricultural Indiana for more than 84 years.*

The publication is now in a better position than ever before to serve the interests of its 150,000 subscribers and its many advertising patrons.

The Guide is your service station for information on the Indiana farm field.

William G. Campbell, Publisher  
Tom L. Wheeler, Editor-in-Chief

**Indiana Farmer's Guide**  
Huntington, Indiana  
**150,000 Copies Weekly**

Represented by RIDDLE & YOUNG CO.—Chicago, New York,  
Kansas City, Des Moines, Atlanta, San Francisco.

*Announcing*

# E. M. BURKE and ASSOCIATES, Inc.

Representing

BOSTON EVENING AMERICAN  
—SUNDAY ADVERTISER  
DETROIT EVENING & SUNDAY TIMES  
ROCHESTER EVENING JOURNAL  
—SUNDAY AMERICAN  
SYRACUSE EVENING JOURNAL  
—SUNDAY AMERICAN  
ATLANTA EVENING GEORGIAN  
—SUNDAY AMERICAN

With Offices In

New York      Boston      Detroit      Chicago

**PERSONNEL**

New York Office—Graybar Bldg.

Harry J. Walsh, Vice President and Eastern Manager

Eric F. Paulson	Frank J. Cooney	C. W. Beller
H. S. Woodman	M. B. Holmes	Robert B. Hanford
	Gordon F. Shelf	

Boston Office—5 Winthrop Sq.

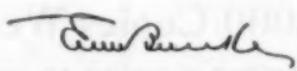
Robert F. Guild	Thomas F. Magrane
-----------------	-------------------

Chicago Office—Old Dearborn Bank Bldg.

Robert H. Flaherty, Vice President and Western Manager	
Norman W. Reulman	Thomas P. O'Donnell
	Milton M. Smith

Detroit Office—General Motors Bldg.

Bert J. Curtin	Ray Miller	David H. Preston
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Graybar Bldg., New York

believe advertisements like that of the Calumet Baking Powder Company and the Prince Albert Tobacco Company are the best kind of advertising because the print is large and clear so anybody can read it without straining their eyes until they 'cry' and the illustrations are just grand."

A Missouri farm woman in praising the Calumet copy advances the thought that "my idea of a real good advertisement is one that is large enough to be noticed. Full page is best but not necessary. It should have an interesting picture, should be colored and have an original sentence or word in large type to catch the eye."

A Wisconsin woman apparently has been reading something about advertising adding to the cost of merchandise. She says that, of course, "we do pay for the advertising of numerous articles we buy but if any article is worth making or selling it most certainly is worth advertising. I am assured that this is good baking powder for were it not the company could not afford to advertise with such a costly ad." This naive comment is somewhat unorthodox, but it is plain that the advertising appealed to the reader.

The Bayer advertisement, a plain black and white presentation with no reference made to inquiries, draws forth comments along the same general line. Readers praise the typography and are attracted by the picture of the smiling woman. However, one rather facetious and critical gentleman who resides on a Missouri farm pronounces the Bayer advertisement good all but the picture. "Is the lady hilariously happy," he asks, "or is she just displaying her splendid new teeth? She could scarcely be gargling her throat with her mouth spread and chin so low."

Reading these letters, not with a desire to prove anything but with a wish to learn something, one is reasonably sure to form at least three major conclusions.

The first is that when a commodity is already favorably known, the advertising done in its behalf



EUGENE W. FARRELL  
Business and Advertising Manager  
Home Office, 215-221 Market Street,  
Newark, New Jersey

O'MARA & ORMSBEE, Inc.  
General Advertising Representatives  
New York, Detroit, Chicago,  
San Francisco

## AUTOMOBILE TIRES

When it comes to digging up \$25 or more for a new tire, Mother generally puts that job up to Father.

*Men* certainly buy *most* of the Tires for the family car, and *all* of the Tires for Trucks and Cars used for business purposes.

THE MAN GROUP readers represent a concentrated Market for Millions of Tires. Then Goodrich, Goodyear, Firestone, U. S., Miller—should shoot straight at these Men in their advertising.

To sell to Men advertise to Men!

Color-power + Man-power = Buying-power.

**Ruggles & Brainard, Inc.**  
The Graybar Building  
New York City

## The Man Group



DORRIS

NATIONS  
BUSINESS



Field &  
Stream

SCIENTIFIC  
AMERICAN

If you want to make some real money, read our ad on pages 130, 131, 132, 133 in Printers' Ink, March 22, 1928.

Now! 8 Pages  
of  
**ROTOGRAVURE**

Closing Date 8 Days  
Prior to Publication

Central Illinois Favorite  
"Roto" Section for 9<sup>th</sup> Year

**PEORIA  
JOURNAL-  
TRANSCRIPT**

Peoria, Ill.

CHAS. H. EDDY CO.  
NAT'L. REPRESENTATIVES

NEW YORK CHICAGO BOSTON

attracts more resultful attention. People may really believe that they are drawn by the advertising, whereas a good part of their reaction is caused by a pleasant acquaintance with the article advertised. Whenever a woman has been buying a certain brand of merchandise over any extended period she likes to read advertisements referring to it. Leafing through a publication in a desultory way with no particular purpose in mind, she is attracted by familiar names—names of commodities she has purchased and which pleased her.

The second thing the letters teach is that an advertisement pulls the best when it tells prospects something they really want to believe. The attitude of the average person toward advertising is friendly. The Canadian Department of Immigration & Colonization realizes this point in its farm-paper copy. It is setting forth the advantages of Canada as a place in which to establish a home and its message consists of nineteen words: "Better land at lower cost, greater yield per acre, higher prices for your crops, lower freight rates, lower taxes." These are items vital to the home seeker; he wants to believe them and is reasonably sure to investigate and see if they are true.

The third consideration, of course, is that consumer acceptance is the real goal of most advertising effort.

### Appoint G. F. Barthe & Company

The Bliss Steel Products Corporation, East Syracuse, N. Y., steel sashes, has placed its advertising account with G. F. Barthe & Company, an advertising business which has been started at Syracuse, N. Y.

S. Cheney & Son, Manlius, N. Y., grinders and iron garden ornaments, and the Porter-Cable Company, Syracuse, machine tools, have also appointed G. F. Barthe & Company to direct their advertising accounts.

### "Forest and Stream" Appoints F. E. M. Cole

F. E. M. Cole, Inc., publishers' representative, Chicago, has been appointed Western advertising manager of *Forest and Stream*, New York.



We conceive the primary function of an advertising agency to be to help its clients make money. If you are interested in service with this as its predominant motive, you will find food for thought in the record of our association with those successful businesses that now employ us.

THE MANTERNACH COMPANY  
*Advertising*

The Manternach Building - 55 Allyn Street  
HARTFORD, CONNECTICUT

NATIONAL ADVERTISERS SHOULD KNOW—

THE GUGLER  
LITHOGRAPHIC  
COMPANY  
MILWAUKEE

SINCE 1878  
THE LETTERHEAD HOUSE OF AMERICA  
Lithographed ~ Printed ~ Embossed

*The biggest thing we bring to any business is a trained understanding of what that business needs to find out about its market as a basis for more effective or more economical marketing.*

R. O. EASTMAN  
Incorporated

7016 Euclid Avenue . . . Cleveland  
113 West 42nd Street . . . New York

*For*  
**TEMPORARY  
or  
PERMANENT**  
*Joining*  
**BEST-TEST**  
  
**PAPER CEMENT**  
  
**PREVENTS**  
**WRINKLING**  
**CURLING**  
**SHRINKING**  
*of mount or backing!*

*Write for Free Sample*

Union Rubber & Asbestos Co.  
Dept. BT                    TRENTON N. J.

## Article Suggests Adoption of Some Points to Bonus Plan

CHASE CANDY COMPANY

ST. JOSEPH, Mo., APR. 23, 1928.

*Editor of PRINTERS' INK:*

I enjoyed reading Frank Foreman's article on his company's bonus plan, [April 12 issue, page 120], and must admit that it contained some novel features that I have not heard of in other bonus plans.

I have never heard of a bonus plan which worked out so that the man who took second prize showed a decrease in sales for the period covered.

The plan, is, undoubtedly, fine, because it worked out satisfactorily with them, and acts as an incentive for salesmen to look after things other than just making sales. Keeping down returned goods, and working in conjunction with the credit department is certainly very much to be desired, especially now when many merchants and jobbers whose credit used to be good is now precarious, and when on the least justification, merchants want to send back goods they are either stuck on or think they are going to be.

It does seem to me that it would be pretty difficult for some of those working in the house, acting on the committee to decide who won these prizes, to know all the conditions under which the salesmen worked. Reports on crop conditions in different territories are, many times, contradictory, and a great many facts would surely have to be secured, to be sure the award was being made fairly.

The salesman who could sell to the ones on the committee in the office the fact that he was a good salesman might have a better chance than those who did not crow about their valiant deeds. Also those who came in more frequent contact with the people by coming into the house oftener would have a slight advantage, it seems to me, being able to tell from their standpoint just how things were. Unless the salesmen had absolute confidence in the intelligence and integrity of the committee, the plan would surely be a failure, because all of these points must be taken into account.

We have thirty-two retail territories, and I am sure it would be a very difficult job for us to know accurately conditions in each, and to be able to determine definitely as to which man made the most of his opportunities, conditions considered.

Nevertheless, we think there are some very good points in this plan, and will certainly consider using some of them for the coming year with our own sales force.

C. C. CHASE,  
Vice-president.

## With Archer A. King

Fred R. Leving, Jr., has joined the staff of the Chicago office of Archer A. King, Inc., publishers' representative.



**SCORES** of the country's greatest advertisers will tell you that Packer offers the finest type of outdoor advertising known to America. Strategic locations in fifteen states are now available through this organization.

**PACKER ADVERTISING CORP.**  
*Cleveland, Ohio*

  
W.H. Parker  
President

## **President**

# PACKER



## Growth of THE AMERICAN HEBREW

**A**N interesting increase in pages, advertising lineage and A.B.C. circulation is shown in the following figures:

*Confirmation Numbers of*  
**THE AMERICAN HEBREW**

Year	Pages	Advertising Lineage
1921	48	14,815
1922	56	23,410
1923	64	26,052
1924	72	30,689
1925	80	32,532
1926	96	35,822
1927	104	40,274
1928	112	42,171

↔ 184% increase  
in advertising lineage 1921-1928

↔ 231% increase  
in A. B. C. circulation from 6044 in 1921  
to 20,000 in 1928

*Our New Home*  
**FEDERATION BUILDING**

71 West 47th Street, New York

BERNARD EDELHERTZ, Publisher

ISAAC LANDMAN, Editor

WALTER HART BLUMENTHAL, Associate Editor

HARRIETT MOONEY LEVY, Advertising Manager

# Gas Companies Co-operate to Increase Sale of Gas and Appliances

Members of New England Gas Association Aided by Appliance Manufacturers Are Using Ninety New England Newspapers

EARLY last month, the New England Gas Association Publicity Conference, organized under the direction of the New England Gas Association, initiated an advertising campaign in about ninety newspapers in more than sixty New England cities. The campaign has as its purpose an increase of the consumption of gas and the sale of a greater number of appliances. At the time the advertising commenced it was announced that about 80 per cent of the gas industry of the section was represented. In addition, a number of manufacturers of appliances, several of them with factories some distance from New England, have subscribed to the campaign and are co-operating with the gas companies.

The advertising covers many phases of the services offered by the gas industry. It tells of the romance of gas and of the great growth of the industry, showing that the consumption of gas has increased 352 per cent during a period when the population of the United States has increased 50 per cent. The slogan, "Gas, the Better Fuel," is emphasized in a number of ways. Cooking, water heating, refrigeration and incineration are all treated in the series. The advertisements vary in size from small, single column messages to copy which covers four columns by sixteen inches.

A typical advertisement is headed, "Health and Hot Water." The copy continues:

For successful living—health.

For health—clean bodies, clean clothes, clean food, clean homes.

Doctors advise frequent hot baths—washing the hands before every meal, before touching the baby or handling food, scalding dishes, scouring everything about the kitchen, sterilizing the razor, wearing clean clothes. All are tested ways to health. And all require hot water.

At least one-third of the water you use in your home should be hot.

Gas is necessary if you would have

a quick, constant, dependable supply—day or night.

Call on your gas company for demonstrations of water heating, cooking, house heating, refrigeration, incineration and many other uses for Gas—the Better Fuel.

Each advertisement carries at

*Broiling with*  
**Gas**  
THE BETTER FUEL



There's a wonderful difference

AUTHORITIES agree that families have better and healthier meals on better way to heat—  
**Gas—THE BETTER FUEL**

Fast—cheap, safe, easy or inexpensive—use more economical—make better when broiled.

A quick meal takes in the oven—there holds the power. Then comes

roasted here for cooking strength—  
Avoid smoke and spattering fat.  
**Gas—THE BETTER FUEL** is quick,  
clean and more convenient for broiling.

Call on your local gas company for demonstration of cooking, water heating, house heating, refrigeration, incineration and other uses for  
**Gas—THE BETTER FUEL**.

The name of this group of New England's series of messages of which this is one, is being published by the gas industry of New England. They contain interesting facts about Gas—the Better Fuel—and its importance in your home and business.

IN LAYOUT, ILLUSTRATION AND COPY THIS IS TYPICAL OF THE SERIES OF ADVERTISEMENTS

the bottom the following paragraph:

For the information of the people of New England a series of messages, of which this is one, is being published by the gas industry of New England. They contain interesting facts about Gas—the Better Fuel—and its importance in your home and business.

In its announcement of the campaign to members of the association, the merchandising committee said that big successes are won only by teamwork and that the advertising is only about 20 per cent of the team.

"The success of this co-operative

In the  
**Fine Arts Galleries  
of Carnegie Institute**

in Pittsburgh, there is now being held the first national high school art exhibition. 700 talented pupils from the best high schools of the United States are represented in the exhibit.

This is one phase of the annual **Scholastic Awards Contests** sponsored annually by the largest magazine in America reaching the high school student and teacher market exclusively.

**The SCHOLASTIC**  
55 West 42nd Street, New York

*Send for a copy of the Fourth Annual Student-Written Number.*

**BINDING**  
COMPLETES THE  
**BOOK**

In the manufacture of books, the printer's work ends with the flat printed sheets. The binder folds and assembles the sheets and binds them in covers. On him depends the durability and attractiveness of the book.

Contact with our ideas and suggestions will assist you in obtaining a binding that is entirely suitable. Our customers are nation wide. Write

**BROCK & RANKIN**  
INCORPORATED

619 So. La Salle Street Chicago, Illinois  
Commercial Binders for Thirty-Six Years

effort," the committee continued, "will be in proportion to the amount of local interest and energy put behind the movement by the other players of the team—the managers and the salespeople."

In order to help managers and salespeople give their full cooperation the merchandising committee in charge of the campaign offers a number of suggestions as follows:

1. Make special displays in the showroom to feature the article that is being advertised currently.
2. Order enough reprints to circularize prospects and users. Better still, have salesmen distribute reprints on house-to-house calls.
3. Order electrotypes and have reprints made. Use them freely, thus multiplying contacts already established by the advertising.
4. Order large quantities of a special gummed sticker furnished by the committee and use the sticker in every available place.
5. Use easel signs, furnished by the merchandising committee, to display the advertisements in windows and showrooms.
6. Call a sales meeting before the week's current advertising appears. Make sure that all salespeople understand how to present the service or appliance featured.
7. Establish quotas for each of the salesmen.

8. Get a pledge from all employees to speak of Gas—the Better Fuel to every person with whom they come in contact.

At present the schedule has been laid out until July 12 and further announcements will be sent to members of the association as soon as the schedules have been determined.

New Accounts for Charles A. Weeks Agency

The Smith-Ernster Laboratories, Cambridge, Mass., have appointed Charles A. Weeks & Company, Inc., New York advertising agency, to direct their advertising account. A newspaper campaign is planned for spring and fall.

The Henry Tettlow Company, Philadelphia, maker of Swan Down and Blue Moon face powder, has also appointed the Weeks company to direct its advertising account.

# These Records Tell the Story of a Score of Big Advertising Successes

**W**HAT would you give to have the benefit of the actual figures on every sales scheme and advertising idea used by some of the most successful advertisers in America, particularly in the drug and toilet goods field?

Think of knowing exact costs and net profits on a score of money-making advertising campaigns—which experiments succeeded and which failed—how long it takes, from actual experience, to put a product over on the profit side of the ledger.

Picture having the black and white records of numerous headlines and copy appeals—the results of large space and small space, illustrations and reader copy—the sales records of every territory in the United States and Canada—the comparative value of thousands of newspapers and magazines.

Imagine seeing at a glance the surest method of obtaining quick distribution—the way real co-operation can be secured from jobbers, chain stores and retailers—the best solution of the problem of salesmen or no salesmen.

## Exact Figures Available

It's down in black and white—in figures that cannot lie—on hundreds of sheets such as you see pictured above. Not for one advertiser, but for a score

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# Typographic and Layout Man

**T**HERE exists in a New York City printing organization of recognized outstanding character an interesting opportunity for a man who knows type faces and type values and who has a developed sense of layout.

Please give your experience, age, religion and reasons for seeking this connection in a letter which will be considered absolutely confidential.

Address

"J," Box 23, Printers' Ink

## Copy and Plan Writer

A Middle Western advertising agency, not located in Chicago, is going to hire a copy writer.

He must be able to write copy which will influence the consumer instead of pleasing himself.

He must also be willing to understand the salesmen's problem and write plans accordingly.

A knowledge of industrial advertising will be helpful.

Give full details covering age, experience and salary in your reply.

Address "R," Box 157, Printers' Ink.

## Dealer Help for the 400 or the 400,000?

(Continued from page 8)

United States and Canada from large to small sizes and to show them how to merchandise this smaller fruit would be an impossible task if we had to go to each one of them personally and show him how to do it. Of course, some of them have had experience with situations like this—they come nearly every year—but the great bulk never seem entirely to learn just what to do.

When such a situation arises our force of personal service men is swung into action and these men immediately start to work with the better trade, putting on special features of small-sized fruit, with window displays, prices in larger than dozen quantities and all the other little tricks that have been used successfully to move small-sized fruit quickly. As fruit is bought and sold nearly every day by the retail merchant, it is not long before what is being done by the "big boy" reaches the "little fellow" and, in order to keep his business, he starts featuring small-sized fruit the same way as his larger competitor.

This is all helped along by a special broadside to a list of 85,000 selected retail merchants telling about the situation and showing specific ways to capitalize on it. No matter what the condition may be it is always put up to the merchant in such a light that it is sold to him as a real opportunity for more business and it is seldom that he does not respond to this optimistic presentation of the facts of the case.

Every business has its crises. A well-organized dealer service department with a definite policy as to who shall be used as the "wheel-team" to swing the situation around, is a mighty valuable asset to any business. Spasmodic "puttering" at merchandising service on the part of an advertiser cannot produce much more than a certain amount of consumer advertising through the stores that condescend

AN ADVERTISEMENT BY  
CURRIER & HARFORD LTD  
SEEKING A SALESMAN

Our business as creators & printers of advertising literature has grown beyond the capacity of Mr Harford & Mr Currier to keep up proper sales contact. We are therefore taking this means of making careful inquiry for a man who can represent us, both to his profit & ours. The right man will be given splendid support both in our creative & in our manufacturing departments. Our plant is located in the new Master Printers Building & is equipped for the most exacting kinds of typographic & color printing, including watercolor and color offset, in long and short runs. The work we are doing and the class of customers we serve will be an incentive to the best salesman in New York. Please reply by letter only to 460 West 34th Street New York.

# A Real Opportunity for a Real Salesman of *Direct Advertising*

**T**HE organization—a well balanced, forward looking, intelligently and progressively directed New York City printing organization of well established name and reputation.

**C.** The product—direct advertising, intelligently planned from the point of view of the advertiser's needs.

**C.** The man—must be of a calibre to fit the above organization and product. In his contacts he will convince largely by his knowledge of marketing and advertising. We are interested neither in the transient nor in the man who values mere permanence above income. We want the man who assures his permanence by making his income approximate his ambition. An interview will be arranged on receipt of a letter of full information. The letter will be considered entirely private.

A Real man secured a real position from this advertisement in Printers' Ink, a year ago. Its "repeat" means there is one more such position.

"Opportunity"  
Box 21, Printers' Ink

## Here is a Man I Can Recommend to some Agency or Advertiser

Here are his qualifications—

- |                                    |   |
|------------------------------------|---|
| <b>Experience</b>                  | 1—Six years mail order experience, the exact science of advertising.<br>2—Seven years of trade experience.<br>3—Seven years advertising manager for a manufacturer (the largest in his line) selling direct to department stores. |
| <b>Outstanding Characteristics</b> | 4—The ability to analyze the market situation quickly and accurately.<br>5—The faculty of picking and dramatizing the selling features of a product.  |

He is an American, married.

He is likely to be available in the near future because of changes in business policy.

If interested, address—

"ADVERTISING MANAGER"  
of a large National Magazine, c/o Printers' Ink,  
Box 28, 185 Madison Avenue, New York.

to permit the advertiser to "put up a few signs."

If you know your field, know in advance just to whom you can go to take the wheel and "put the old ship over the bar" in the short time that is now allowed modern business to make changes, the merchandising service department can surely earn its way. At such times there is not sufficient leeway to spend a lot of time trying to convince small dealers what you are trying to do. Do it with the bellwether in such a way that the rest are bound to take notice and it will not be long till they are trailing along.

In addition to using dealer service departments for emergency work there is some mighty valuable work that can be done by them, with the right class of trade, all the time. One of the best guides as to what dealers want in the way of service from manufacturers, or whoever is equipped to render it, is the experience of a large cash register manufacturer who maintains a complete Merchants Service Bureau.

This Merchants Service Bureau contacts with about 100,000 retailers of all kinds each year. Last year, out of over 96,000 questions, 7,593, or nearly 8 per cent, asked how to collect past-due accounts. Better window display, which some manufacturers think embraces all they have to worry about in the matter of dealer service, came twelfth on the list. It was surpassed by such questions as, how to move slow stock, advantage of departmentizing and how to go about it, how to make and analyze a financial statement, how to speed up stock-turn and, sixth on the list, how to advertise.

Some 5,088 dealers wanted to know how to increase the average sale. Any manufacturer ought to be able to tell his retail trade how to do this, at least as it pertains to his particular product—but how many of them do it?

We also found that 4,070 wanted to know the right way to figure the selling price and 2,938 were looking for more information on how to know what to buy, how much and when. Apparently, they

## Exceptional Opportunity for Proven Sales Executive

THE man we want is now employed: he has a definite record of success behind him. An exceptional opportunity is offered this man by a well-established nationally-known Michigan concern, manufacturers of living-room furniture that is sold throughout the United States. This man must possess unquestioned and demonstrated ability, an ample background of experience, and an acknowledged capacity to employ, develop, and direct a corps of travelling salesmen. He must be willing to spend the greater part of his time, for the first year or more, making dealer contact, coaching salesmen, merchandising the Company's advertising, helping to develop and sell sales policies, etc., etc. He must be a man of clean character, strict integrity, and good reputation. Only thoroughly high-grade, result-getting men capable of earning a substantial salary, need apply. A man with actual furniture sales experience is decidedly preferred. No investment required, but the right party will be privileged to acquire a substantial ownership interest if and when he may so desire. In addition to salary, participation in net earnings, based on results, will be allowed. All correspondence strictly confidential.

Address P. O. Box No. 989  
Chicago, Ill.

## SOMEONE WANTS THIS MAN

**Q** At present a successful owner of his own advertising agency in southern city of 90,000. Has cream of business; but territory too limited for his ambition.

**Q** Thirteen years experience in all phases of advertising. Three years advertising manager of largest department store in State; four years manager of advertising service department and photo-engraving plant of large printing firm; past six years in own recognized agency, handling successfully all types of accounts; organizing their sales force and working out merchandise and advertising plans.

**Q** Age 37; energetic; unusual personality; excellent salesman; well educated; highly regarded; has keen understanding of human nature; original in ideas; logical; and has thorough, analytical type of mind. Clients turn their entire appropriations over to him with fullest confidence.

**Q** Interested in position with manufacturer, progressive agency, or publication where there is a real opportunity.

Address "T," Box 158  
Printers' Ink

## PERSONNEL DIRECTOR

A large mercantile company having over 5,000 male and female employees is desirous of securing the services of an experienced Personnel Director.

Probably the applicant for this Executive position is now occupying a similar one in some other organization, but because of his future being limited he would like to join a larger organization, where the opportunities are practically unlimited.

Should be a university or college graduate between the ages of 30-45 and above all he must have had previous experience in this field of work.

Replies will be held in strictest confidence and must specify in detail previous positions held.

An excellent opportunity for the right man.

Address "V," Box 160,  
Printers' Ink

were not satisfied with the slightly biased information they got on this complicated subject from the myriads of salesmen that called on them. Your service men or your mail service can answer questions such as these when your salesmen cannot.

So, with a full possession of the facts and a definite decision as to just what we want to do, it only remains for us to put this information out in such way that it can do the most good. We have studied the trade situation and it is apparent, now, that while there are many dealers who need our service assistance directly, the chances are that even if we did go to them directly with it, we would not be able to put our message across.

We do know that in all lines of business there are some dependable dealers who will play with us, if our proposition is right. We can soon find out if it is right by presenting it to them and letting them try it out in the crucible of practical experience. If it doesn't work with them it won't work with anybody. The man at the top of the list is both a mirror through which we can reflect our better merchandising practices to the benefit of those below and a testing laboratory to prove their worthiness.

The conclusion, then, is that good service to the "400" is the best way ultimately to reach the 400,000. It is better to do a thorough job with a few than a sloppy job with the masses. The frenzied attempt to do a little something for everybody is one of the greatest curses of modern advertising and dealer service.

## Joint Campaign to Promote Use of Reinforced Concrete

The Rail Steel Bar Association and the Concrete Reinforcing Steel Institute, both of Chicago, are backing a joint advertising campaign to promote the use of reinforced concrete. The Buchen Company, Chicago advertising agency, has been appointed to handle the campaign. Architectural and general construction papers will be used.

H. P. Bigler, secretary of the Rail Steel Bar Association, and M. A. Beeman, secretary of the Concrete Reinforcing Steel Institute, are in charge of the advertising.

*Announcing  
Change of Name*

**BURKE,  
KUIPERS & MAHONEY,**  
*Incorporated:*

Newspaper Representatives

NEW YORK BOSTON DETROIT CHICAGO

Will, on and after May 1,  
represent the list of  
newspapers formerly  
represented by the  
Firm of E. M. Burke, Inc.



**PERSONNEL**

*Eastern Territory*

S. P. MAHONEY  
*Vice-Pres. and Mgr.*

W. C. BABCOCK

WM. V. COLLINS

E. D. McFARLAND

**PERSONNEL**

*Western Territory*

C. A. G. KUIPERS  
*Vice-Pres. and Mgr.*

STANLEY J. HARVEY

FRED O. NUGENT

E. BERNSTEIN

## Advertising Display Representatives

A firm manufacturing a most unique and exceptionally fine line of advertising displays needs high-class representation in various centers over the U. S., including St. Louis and the Entire South.

A wonderful product appealing to the small as well as to the large advertiser — and assuring splendid income to the live representative.

Only men of unquestionable ability in this field please write, stating full details including previous connections and what territory covered. Address "W," Box 161, P. I.

## Art Director:

To manage Art Service Department in lithograph plant.

To Create designs for window displays and other dealer helps.

To have outside art contacts and be able to purchase art work.

To accompany salesmen on accounts requiring art service.

For such a man who will co-operate and organize we have an excellent proposition to offer.

Write giving full information.

Our own Art Department has seen this advertisement. Address "B", Box 166, P. I.

## Who Can Trace This Quotation to Its Lair?

THE AMERICAN OIL CO.  
BALTIMORE, MD.

*Editor of PRINTERS' INK:*

I dislike asking you a question which must come to you many times in the course of a year, but will you please let me know the exact quotation which reads something like, "There was no product ever sold that could not be made a little bit cheaper and sold for a little bit less?"

Who said this, when and where?

JOSEPH LEOPOLD.

THE correct wording of this quotation is, we believe, "There is scarcely anything in this world that some man cannot make a little worse and sell a little cheaper, and the buyers who consider price only are this man's lawful prey." This statement has been credited to John Ruskin. However a search through Ruskin's better known works has failed to reveal the quotation. Therefore we turn to our readers. Is the quotation correctly credited to Ruskin and if so from which of his writings is it taken?—[Ed. PRINTERS' INK.]

## H. W. Terry to Direct Bayley Blower Sales

Harry W. Terry has been made general sales manager of the Bayley Blower Company, Milwaukee, manufacturer of blowers, air conditioning and cooling systems. For the last two and a half years he has been with Ray D. Lillibrige, Inc., New York. Previous to that time he had been with the Permit Company, New York, and the Refinite Company, Omaha, Nebr.

## Pressed Steel Tank Appointments

R. P. Dieckelman, secretary of the Pressed Steel Tank Company, Milwaukee, manufacturer of Hackney steel barrels, acetylene tanks, etc., has been made vice-president. Herman Merker, sales manager, has in addition been made secretary.

## Soap Account for Procter & Collier

The M. Werk Company, Cincinnati soap manufacturer, has appointed The Procter & Collier Company, Inc., advertising agency, of that city, to direct its advertising account. Newspaper and outdoor advertising will be used.

## BROOKLYN STANDARD UNION BROOKLYN, N. Y.

*"Brooklyn's Home Paper since 1863"*

Is pleased to announce  
the appointment of

### THE S. C. BECKWITH SPECIAL AGENCY

New York  
Kansas City

Philadelphia  
Atlanta

Chicago  
Detroit

St. Louis  
San Francisco

as exclusive national representative,  
effective May 1, 1928. In future all  
matters pertaining to national advertising  
should be addressed to this agency.

## BROOKLYN STANDARD UNION

### LET SKEEZIX AND ORPHAN ANNIE HELP You Sell Your Products

Tie up your advertising with these cartoon strips and gain

**\$1,000,000.00 worth of Free Publicity**

When you place your advertisement on one of these buttons your product is tied up with two nationally known cartoon strips and is in a fair way to gain equal popularity. Skeezix and Annie are run in over 200 large newspapers throughout the country.

*Serving National Advertisers for more than Thirty Years*

**PARISIAN  
NOVELTY CO.**  
3512-3522  
S. Western Ave.  
CHICAGO, ILL.

*Manufacturers of  
Advertising Novelties,  
Signs and Specialties.*

These buttons are especially adapted for manufacturers, department stores, and other retailers handling any product for children. Kiddies will be tickled to wear one and you will have walking billboards on every street in town.



# PRINTERS' INK

*Registered U. S. Patent Office*

A JOURNAL FOR ADVERTISERS  
Founded 1888 by George P. Rowell

PRINTERS' INK PUBLISHING CO., INC.  
Publishers.

OFFICE: 185 MADISON AVENUE, NEW YORK CITY. TELEPHONE: ASHLAND 6300. President and Secretary, J. I. ROMER. Vice-President, R. W. LAWRENCE. Treasurer, DAVID MARCUS. Sales Manager, DOUGLAS TAYLOR.

Chicago Office: 231 South La Salle Street, GOVE COMPTON, Manager.

Atlanta Office: 87 Walton Street, GEO. M. KOHN, Manager.

St. Louis Office: 915 Olive Street, A. D. MCKINNEY, Manager.

San Francisco Office: 564 Market Street, M. C. MOGENSEN, Manager.

Issued Thursdays. Three dollars a year, \$1.50 for six months. Ten cents a copy. Foreign postage, \$2.00 per year; Canadian, \$1.00.

Advertising rates: Page, \$135; half page, \$67.50; quarter page, \$33.75; one-inch minimum, \$10.50; Classified, 75 cents a line, minimum order \$3.75.

JOHN IRVING ROMER, Editor  
ROBERT W. PALMER, Managing Editor  
ROY DICKINSON, Associate Editor  
ALBERT E. HAASE, Associate Editor  
BERNARD A. GRIMES, News Editor

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Chicago: G. A. Nichols	
D. M. Hubbard	
Frederic W. Read	
London: Thomas Russell	

NEW YORK, MAY 10, 1928

**Who Most  
Needs  
Educating?**

upon one of the most important, and hitherto most neglected, factors in what, for lack of a better word, we call "distribution." That factor is the man or woman who makes personal contact with the real consumer at the point of actual final sale—the retail store clerk.

Several of the bell-wethers of advertising are reported to be hard at work upon comprehensive plans for training courses for retail salespeople. Some of the leading trade associations have made sporadic efforts in this direction for several years past, and some of the big individual advertisers have done good work in the same field. The

There are strong indications in the advertising world of an impending mass movement

General Electric Company, to mention only one instance, has been notable for the thoroughness of its plan for teaching the individual retailer and his clerk how to sell Mazda lamps and other small electrical devices. But it is good to hear of so many recruits in a cause so eminently sound and valuable.

There is no question whatever of the correctness of the reasoning behind these plans, nor any doubt that in the past much of the efficiency of advertising has been lost, much of the buying interest it has created allowed to go to waste, through the shortcomings of the retail infantry of the selling army. Anything aimed to increase the effectiveness of selling over the counter is a direct benefit to advertising.

Still a word of caution may be in order. Some of this zealous exhortation of the retailer has a trifle of the flavor of the admonition of the city editor to his reporter who had just telephoned in that he had been knocked down by an indignant citizen for an impertinent question asked in accordance with the editor's instructions. "Go back," that great man is reported to have said, "and tell that ruffian that he can't intimidate me."

The retailer is similarly lectured on price maintenance and firm credit policies and stiff rules on returned goods, adjustments and so on, by good folk who, unlike him, do not have to face indignant customers. Angry shoppers can't intimidate them.

We hear much, also, of devoting time to direct help and counsel and assistance for the retailer some of the thought, effort and money hitherto successfully employed in national advertising. Does it ever occur that the person really needing education most, if the retailer is to be benefited, is not the retailer himself, but the public, his too-exacting and unreasonable customers?

Suppose some national advertising were run directed, not merely at winning "brand acceptance" and "consumer demand," but at teaching its readers what retail profit margins really represent; what a difficult, important, necessary and

expensive job retail distribution really is. There has been a little such advertising here and there but not nearly enough. Think what a real effort along this line might accomplish!

**Must  
Competitors'  
Prices Be  
Met?**

The problem of competition, which faces so many makers of quality products in a large number of industries, has no absolute solution. Some concerns are forced into a price war against their better judgment and the market becomes demoralized. Others give their salesmen various sales arguments with which to meet competitors' price cuts and advertise a new leader which they take out of the price class.

William Zinsser & Company, makers of shellac which sells at a higher price than that made by most of their competitors, has brought out a new leader and advertised it to the trade and at the same time have taken a strong stand against the whole theory of price wars. In a recent message to dealers the company stated its position as follows:

Yes, price competition is the hardest thing in the world to meet. When you lower your price you cause your competitor to reduce his, and you must in turn, meet that low price.

But sell your customer something better than the other man offers, and sell it to him on the basis of what it will do for him (true value) rather than the money it costs him (price) and then see if your customer can be stolen away overnight by the bribe of a nickel or fancy trimmings and special inducements.

The basis upon which a manufacturer can stay out of a price war is well stated there. Prices should be made as low as possible for the customer's benefit without skimping on quality. Ordinary competition usually forces such a level. But in every industry there are some concerns that are able to make things a little worse and sell them a little cheaper than the legitimate, long-established companies. Two or three industries have suffered almost irreparable injury from price-cutting pirates who

brought on price wars. True value was temporarily lost sight of in the dazzling maze of changing price tags. Other industries are on the verge of price wars which benefit no one—not even the consumer in the long run.

When the smoke of a price war has finally cleared away, it is usually discovered that a few leaders who went ahead—advertising and proving quality and refusing to enter the war at all—have emerged with both prestige and profits intact. Leaving it to others to cut to disastrous levels, they have maintained and often greatly improved quality and have advertised value rather than price.

**The Farmer  
Is Buying  
Machinery**

Some significant facts concerning the expansion of the farmer's purchases of agricultural machinery are contained in a statement issued by the Guaranty Trust Company of New York. In this statement it is pointed out that the manufacture of farm machinery occupies a peculiar position among the larger industries in that its products are sold to but one class of customer. "The prosperity of this industry largely depends, therefore," the bank points out, "upon the returns received by farmers from the sale of their products." In other words, as the farmer's income increases, his purchases of agricultural machinery increase in direct ratio. Consequently, manufacturers of every other kind of commodity sold to farmers can find no better guide to the state of the farmer's pocketbook than is available in the sales figures of the companies selling agricultural machinery.

These manufacturers will find much to interest them, then, in the fact that the volume of sales of agricultural machinery for 1927, as reported by ninety manufacturers to the Federal Reserve Bank of Chicago, advanced 5.2 per cent over the total of 1926. During January and February of this year, total sales of agricultural machinery as reported to the Chicago Federal Reserve Bank, increased

11.3 and 20.9 per cent, respectively, over the totals for the corresponding months of last year. Those are tremendous gains and, if the Guaranty Trust Company is correct in its conclusion that this expansion may be ascribed principally to the improved financial position of the farmer, other manufacturers selling to the farm market may well look forward more confidently to the future the farm field has to offer them.

**Curing  
the Too  
Dignified  
Salesman**

In his interesting list of salesmen he has met, E. L. Faber of the Eberhard Faber Pencil Company in this week's issue pays his respects to the too dignified salesman, the one who is above carrying his own sample case, transcribing his own orders or doing any similar thing except taking full credit for all sales in his territory. He also refers to the salesman who is careless with his expense account. He prescribes the straight commission system as a cure for these and other "too proud to work" types.

Another cure is suggested by the recent action of H. M. Baker, vice-president of the Benton, Bailey Company, wholesaler of Richmond, Va. His company sells, among other things, overalls which have fourteen distinct talking points.

On the theory that complete knowledge of the product is necessary if a salesman is to increase his volume, Mr. Baker induced four salesmen to wear for one week a pair of the brand of overalls they were selling when they called on their garage and shop owner customers.

As a result of their agreement to put on working clothes, actually to demonstrate the fourteen sales arguments at the point of sale, these men sold in the week no less than 521 suits, or three times their normal volume.

One interesting fact as Mr. Baker points out "was its effect on other business because it led our men into a discussion of the well-dressed shopman and those

who bought overalls were induced to improve the appearance of their places of business as well as that of their employees."

This increase of 300 per cent in a week because the salesmen were not afraid to sacrifice their dignity, proves once more that a new merchandising idea will sell even so unromantic a product as overalls.

**New Accounts for Little Rock Agency**

The Union Trust Company, Little Rock, Ark., has appointed the S. M. Brooks Advertising Agency, of that city, to direct its advertising account, effective June 1. Newspapers and magazines throughout Arkansas will be used.

The Camden Bank & Trust Company, Camden, Ark., has also appointed the Brooks agency to direct its advertising account. Southeastern Arkansas newspapers will be used.

**Clarence Hodson & Company  
Advance F. J. Reichart**

Frank J. Reichart, formerly advertising and sales promotion manager of Clarence Hodson & Company, New York investment bankers, has been appointed regional sales director.

**Harry Freimark Joins  
Henry Lindenmeyr & Sons**

Harry Freimark, founder and formerly president of the American Paper Mills Corporation, has joined the sales staff of Henry Lindenmeyr & Sons, New York, paper warehouses.

**Southern Publishers to Hold  
Annual Meeting**

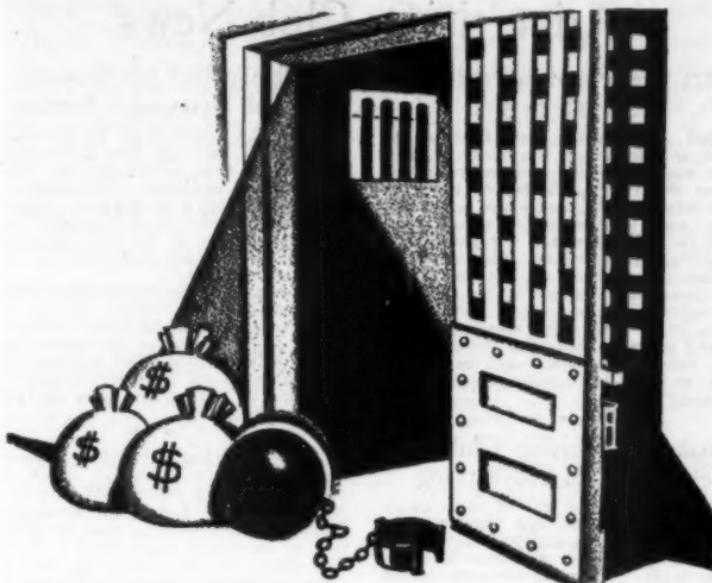
The annual meeting of the Southern Newspaper Publishers' Association will be held, June 21 to 23, at the Edgewater Hotel, which is located between Biloxi and Gulfport, Miss.

**New Account for  
G. Howard Harmon**

Charles B. Coase, New York, interior decorator and furnisher, has placed his advertising account with G. Howard Harmon, Inc., New York advertising agency. Class magazines are being used.

**Joins Procter & Collier**

Robert T. Tate has joined The Procter & Collier Company, Cincinnati advertising agency, in charge of direct advertising sales. He has been manager of the Detroit office of Dick Short & Company, Lansing, Mich.



## "Can a rich man be convicted?"

ARTHUR TRAIN, who as a lawyer prosecutes criminals and as a novelist writes about them, says money talks not for, but against a rich man when he faces the grim twelve. Upton Sinclair, defender of the oppressed, claims that money can buy protection for a rich man even before he commits a crime, or even to the extent of jury-fixing. Readers of this argument in the May *Forum* will have their own ideas about a rich man and his money, but they will have slightly different ideas after they have read this.

The *Forum* uses contents that change a man's habits of thinking. Its advertisements, approaching readers when they are on the alert from such thinking, can also change their habits of thought. . . . *Forum* circulation is 100,000—an increase of 19,000 in the last 4 months. It is wise to use the *Forum*.

# FORUM

*Edited by*  
HENRY GODDARD LEACH

441 Lexington Avenue  
New York

# Advertising Club News

## Court the Favor of the Men Who Sell to You

That it is very good business to court the favor of the men we buy from was one of the ideas contained in James W. Fisk's talk before the Chicago Advertising Council last week. Mr. Fisk, who is director of public relations for Ed Schuster & Company, Inc., of Milwaukee, stressed the value of holding the good-will of, not only one's employees and customers, but also of the salesmen who call. "You never know," he said, "in these days of trained salesmen, but what the next one who enters your office will be a real help to you in solving some sticky problem."

\* \* \*

## Omaha Advertising Club Discusses Radio Advertising

"In regard to the use of radio as an advertising medium, one thing is certain," Eugene Konecky told the Omaha Advertising Club at a recent meeting. "We must distinguish between direct advertising and direct selling. The former is a matter of taste and policy whereas the latter is absolutely reprehensible, being monopolistic in character and a nuisance as well." Mr. Konecky is publicity director of radio station WOW of Omaha.

\* \* \*

## New York Club Honors "Bremen" Flyers

The crew of the airplane *Bremen*, Baron Ehrenfried Günther von Hünefeld, Major James Fitzmaurice and Captain Hermann Koehl, *Bremen* flyers, were the guests of the Advertising Club of New York, last week at a luncheon in their honor. Gilbert T. Hodges, president of the club, presided and made presentation to each of the flyers of mementos of the occasion.

\* \* \*

## J. H. Wells Heads Providence Business Bureau

John H. Wells, vice-president of the Rhode Island Trust Company, has been elected president of the Better Business Bureau of Providence, R. I. Albert C. Rider, advertising manager of Cherry and Webb's, was made vice-president; H. Harold Price, of the Town Criers, secretary; and Elmer F. Seabury, vice-president of the Industrial Trust Company, treasurer.

\* \* \*

## Toledo Club Names Board Member

Don Cummings, of the Toledo Electrotype Company, has been made a member of the board of the Toledo Advertising Club.

## Indianapolis Club Sponsors Special Newspaper Section

Under the direction of its president, Sydney A. Sullivan, the Indianapolis Advertising Club sponsored an entire section of a newspaper. This effort is part of the club's program to impress upon the people of Indianapolis and residents outside of the city something of the city's past achievements and future possibilities.

The club had the co-operation of the Indianapolis *News* which carried the special section, amounting to twenty pages, which was called the Advertising Indianapolis Edition. The editorial content was prepared by representatives of the club in conjunction with the staff of the *News*.

\* \* \*

## National Industrial Advertisers to Meet

The National Industrial Advertising Association will hold its annual convention at St. Louis from June 11 to 13. The theme of the convention will be: "Can Industrial Advertising Lower the Cost of Industrial Sales—and How?" H. T. Bussmann, of the Bussmann Manufacturing Company, St. Louis, has been made general chairman of the convention. Other chairmen of the various committees are George H. Corey, program; Hart Vance, exhibit; L. H. Gault, transportation; H. L. Nagel, hotel and registration; W. K. Johnston, entertainment; and Lyle T. Johnston, publicity.

\* \* \*

## Milwaukee Advertising Golfers Plan Tournament

The Milwaukee Advertising Club will hold its opening golf tournament of the season on May 20. Del Faber has been appointed chairman of the golf committee, with I. J. Oswald, Frank Tolford, Lloyd Mueller and Frank Lee as associates.

The first preliminary, May 20, will be followed by further preliminary play on June 10, July 8, and August 12. The final event will be held on September 9.

\* \* \*

## Detroit Club to Have New Quarters

The Aerocraft Club of Detroit will take quarters in the new building to be erected in conjunction with the Detroit-Biltmore Hotel. The new structure will be called the Aerocraft Building.

\* \* \*

## Hamburg, N. Y., to Organize Better Business Bureau

A Better Business Bureau is being formed at Hamburg, N. Y., a suburb of Buffalo, by the Hamburg Chamber of Commerce. Otho Churchill is in charge of organization plans.

## Elsie E. Wilson Heads New York Women's League

Elsie E. Wilson, assistant advertising manager of the American Radiator Company, has been elected president of the League of Advertising Women of New York. Other officers elected are Mae Shortle, vice-president; Florence Ficke, treasurer; Emily E. Connor, corresponding secretary, and Bernice Ormerod, recording secretary. The new officers will take office on May 15 at the regular dinner-meeting.

## San Francisco Merchants Subscribe to Fur Trade Rules

The San Francisco Retail Fur Merchants' Association has informed the San Francisco Better Business Bureau that the local association has taken action binding itself to the observance of the rules, adopted by resolution, on February 3, 1928, at the Trade Practice Conference for the fur industry, held at New York. These rules determine what is proper and improper in the naming of furs.

\* \* \*

## James Early Heads Hibbing Club

James Early has been elected president of the Advertising Club of Hibbing, Minn., to succeed W. R. Phillips. Mrs. D. M. Power was made vice-president and Jack Barenbaum, secretary-treasurer.

## G. F. Langland Appointed by St. Louis Bureau

G. F. Langland has been appointed merchandise manager of the Better Business Bureau of St. Louis. He was recently manager of the Dayton, Ohio, Better Business Bureau.

## W. R. Harman with the "Bookman"

W. R. Harman, formerly vice-president of Kramer Associates, Inc., New York, has joined the *Bookman* as advertising manager. He succeeds Mrs. Ethel Kelley, resigned.

## "Nation's Business" Appoints Lennen & Mitchell

*Nation's Business*, Washington, D. C., has appointed Lennen & Mitchell, Inc., New York advertising agency, to direct its advertising account.

## Condé Nast Publications Open Detroit Office

The Condé Nast Publications have opened an office at Detroit. Russell C. Lewis, formerly of the Chicago office, is manager of the new office.

## Charles Francis Made Salvation Army Fund Chairman

Charles Francis, of the Charles Francis Press, has been made chairman of the committee of printing and allied interests for the 1928 drive of the Salvation Army for maintenance funds, now under way. An attempt will be made to raise \$518,950 for activities during the coming year.

Herman Halsted, of Paul Block, Inc., is head of the committee of advertising and newspaper representatives. Other chairmen include: E. D. Peck, paper manufacturers and dealers; Edwin A. Scott, business papers; Raymond E. Baylis, bookbinders; John Carroll, printers' ink supplies; Mrs. William C. Fitch, linotypers; Joseph Reilly, stereotypers and electrotypers; Robert Heywood, lithographers; Robert B. Olsen, photoengravers, and Charles A. Dresser, printing machinery.

## S. C. Coumbe, Vice-President, Allen-Qualley Company

Stanley C. Coumbe, formerly vice-president and director of advertising of the Curtis Candy Company, Chicago, has become vice-president and general manager of the Allen-Qualley Company, St. Paul, Minn., manufacturing confectioner.

## Death of William H. Bolger

William H. Bolger, engaged in advertising work for a number of years in Eastern New England, died recently at Lowell, Mass. He had been associated with various newspapers in New Hampshire and Massachusetts, and most recently had been with the Lowell, Mass., *Courier-Citizen*.

## W. H. Hayes Advanced by Chase Securities

Wade H. Hayes, for several years with the Chase Securities Corporation, New York, has been made an assistant vice-president. He was, at one time, advertising manager of the American Tobacco Company.

## Shirt Account to Andrew Cone Agency

The Lakewood Shirt Company, Hazleton, Pa., has appointed the Andrew Cone General Advertising Agency, New York, as advertising counsel. Business papers, newspapers and magazines will be used.

## Appoints Albert Frank Agency

Chas. E. Bedaux & Company, Inc., New York, industrial engineers, has appointed Albert Frank & Company, New York advertising agency, as its advertising counselor. Magazines and newspapers will be used in a campaign to start late this summer.

# How Many Months in a Magazine Year?



*The ATLANTIC gives you all twelve!*

Vacations take no toll from The Atlantic's circulation....Of over 87,000 mail subscriptions,



## 25 Percent

Followed their regular readers to vacation addresses during 1927.

Truly a remarkable record of reader fidelity.

This quality magazine, catering to a quality clientele, provides you with definite year round contact. No lapses—no lost motion—but a medium that guarantees to keep you before your market, twelve months of the year.



Circulation 120,000 Net  
Paid (ABC) rebate-backed  
and guaranteed.

# The Atlantic Monthly

A QUALITY GROUP MAGAZINE

8 Arlington Street

Boston, Mass.

## MAY MAGAZINES

### VOLUME OF ADVERTISING IN MONTHLY MAGAZINES

(Exclusive of publishers' own  
advertising)

#### Standard Size

	Pages	Lines
Harper's Magazine .....	113	25,396
Atlantic Monthly .....	103	23,085
World's Work .....	97	21,609
Review of Reviews .....	91	20,542
Scribner's .....	71	15,940
Golden Book .....	59	13,335
American Mercury .....	42	9,556
The Forum .....	34	7,790
Newsstand Group .....	24	5,431
Bookman .....	23	5,187
Current History .....	18	4,032
Munsey's .....	17	4,001
Street & Smith Comb. ....	15	3,472
Everybody's .....	11	2,665
Blue Book .....	6	1,470
Century .....	5	1,288

#### Flat Size

	Pages	Lines
American .....	103	44,198
Cosmopolitan .....	84	38,004
Better Homes & Gardens ..	32	32,141
True Story .....	68	29,195
Red Book .....	66	28,594
Photoplay .....	54	23,428
American Boy .....	30	20,836
Physical Culture .....	47	20,160
True Detective Mysteries ..	45	19,475
True Romances .....	44	19,053
Dream World .....	42	18,242
Motion Picture Magazine ..	42	17,904
Boys' Life .....	24	16,516
Smart Set .....	36	15,675
Elks Magazine .....	29	13,528
Fawcett's Magazine .....	30	12,870
Sunset .....	30	12,765
Psychology .....	29	12,678
Shrine Magazine .....	26	11,492
Asia .....	26	11,268
American Legion Monthly ..	25	10,907
Youth's Companion .....	15	10,486
Secrets .....	22	9,581
Screenland .....	22	9,581
Open Road for Boys .....	16	7,083
American Girl .....	15	6,810
Picture Play .....	14	6,292
Film Fun .....	14	6,006
St. Nicholas .....	12	5,362

#### WOMEN'S MAGAZINES

	Pages	Lines
Vogue (2 issues) .....	245	155,351
Ladies' Home Journal .....	144	98,318
Good Housekeeping .....	213	91,647

## True Stories of Executive Influence

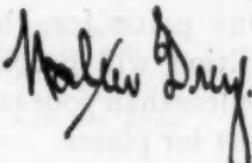
An authorized interview with L. S. Horner, President of Niles-Bement-Pond Company, "Volume Without Profit Menaces Business," appeared in the March 15 issue of FORBES.

Requests for extra copies and permission to reprint streamed in from executive readers of FORBES from all over the country.

J. J. Delaney, Secretary of the Bigelow-Hartford Carpet Company sent us a request that was typical:

"We were keenly interested in L. S. Horner's article "Volume Without Profits—a Business Menace." In fact we were so impressed with the article we decided to write you to ask if you would sanction our reprinting the article in pamphlet form."

## FORBES MAGAZINE



Vice-Pres., Advtg. Director  
120 Fifth Avenue New York

#### REPRESENTATIVES:

New York—120 Fifth Avenue, FRANK BURNS,  
E. V. DANNEHILLER, RUSSELL A. BOWEN;  
Chicago—Tribune Tower, H. C. DAYON;  
Detroit—General Motors Bldg., D. C. MURRAY;  
Blanchard-Nichols-Coleman, Atlanta, San  
Francisco, Los Angeles, Seattle,

Member A. B. C.

# Photo-Gelatine Printing

(Screenless)

For Car Cards,  
Window Cards,  
Posters,  
Book Illustrations,  
Post Cards, and  
every variety of pictorial reproduction.

Single or multi-color.  
Prints sheet up to  
**44 x 64.**

## Short Runs—

made possible and  
profitable by reason of  
our low first cost.

Our price for short  
edition will probably  
be less than your usual  
cost for plates.

Let's get acquainted.

**Wyanoak Publishing Co.**  
INC.

**136 West 52nd Street**  
**New York, N.Y.**

Woman's Home Companion	94	64,293
McCall's	78	53,178
Delineator	74	50,648
Pictorial Review	64	43,483
Harper's Bazar	84	38,004
Holland's	42	32,138
Modern Priscilla	27	18,506
Farmer's Wife	26	17,750
Woman's World	22	15,490
Fashionable Dress	21	14,192
Children, The Magazine for Parents	32	13,734
People's Popular Monthly	18	12,535
Household Magazine	15	11,302
People's Home Journal	15	10,309
Needlecraft	14	10,030
Child Life	22	9,683
Junior Home Magazine	13	9,438
Messenger of Sacred Heart	14	3,254

### GENERAL AND CLASS

	Pages	Lines
House & Garden	190	120,618
Town & Country (2 issues)	161	108,284
Country Life	148	99,306
House Beautiful	105	66,471
Vanity Fair	104	66,083
Arts & Decoration	93	62,622
Nation's Business	106	45,488
The Sportsman	62	39,184
Garden & Home Builder	62	38,197
Popular Mechanics	148	33,152
Magazine of Business	76	33,003
Field & Stream	71	30,745
Normal Instructor	40	27,030
Magazine of Wall St. (2 April issues)	61	26,312
Popular Science Monthly	63	26,035
Outdoor Life & Recreation	49	21,032
Theatre	31	20,066
World Traveler	31	19,732
International Studio	26	18,026
National Sportsman	40	17,141
Science & Invention	28	12,600
Radio News	22	9,821
Popular Radio	22	9,366
Scientific American	21	9,211
Radio	20	9,184
Forest & Stream	19	8,189
Association Men	15	6,678
The Rotarian	15	6,292
Nature Magazine	13	5,342
Radio Broadcast	11	5,168
Extension Magazine	7	4,615

### CANADIAN MAGAZINES

	Pages	Lines
Maclean's (2 April issues)	90	63,976
Can. Homes & Gar. (Apr.)	79	50,226
Can. Home Journal (Apr.)	55	39,056
West. Home Mo. (April)	51	37,109
Rod & Gun in Canada	32	13,799

# Just 10 days more

On May 20 the advertising rates for CHILDREN, The Magazine For Parents, will be increased from \$465 to \$560 a page. At the same time the circulation guarantee will be increased from 75,000 to 90,000 A. B. C. net paid average 12 months beginning with the July 1928 issue.

Until May 20th, advertising orders will still be accepted at the current rate (Rate Card No. 5) to run through the June 1929 issue.



CHILDREN  
THE MAGAZINE  
FOR PARENTS

333 FOURTH AVENUE, NEW YORK

**APRIL WEEKLIES**

	Pages	Lines
April 1-7		
Saturday Evening Post.	140	95,437
New Yorker	69	29,646
Liberty	45	29,396
American Weekly	15	28,811
Forbes (Semi-Mo.)	44	20,061
Literary Digest	41	18,928
Collier's	25	17,136
Life	25	11,024
Time	24	10,617
Christian Herald	7	4,782
Outlook	10	4,405
Churchman	8	3,547
The Nation	7	3,045
Argosy-All-Story	13	2,990
Judge	6	2,617
New Republic	2	856

**April 8-14**

	Pages	Lines
Saturday Evening Post.	134	91,564
New Yorker	62	26,755
Liberty	40	26,143
Literary Digest	42	20,462
American Weekly	9	17,074
Collier's	22	15,240
Time	26	11,546
Life	14	6,370
Christian Herald	9	5,973
Outlook	7	3,260
The Nation	7	3,255
Churchman	6	2,685
Judge	5	1,851
New Republic	2	1,124
Argosy-All-Story	4	1,094

**April 15-22**

	Pages	Lines
Saturday Evening Post.	126	85,680
New Yorker	70	30,071
Liberty	35	22,970
Forbes (Semi-Mo.)	48	22,160
American Weekly	10	19,899
Literary Digest	42	19,450
Collier's	23	15,705
Time	20	8,583
The Nation	20	8,453
Life	14	6,067
Christian Herald	8	5,380
Outlook	8	3,574
Judge	5	2,265
Churchman	3	1,474
New Republic	2	1,158
Argosy-All-Story	3	664

**April 22-28**

	Pages	Lines
Saturday Evening Post.	116	79,327
Liberty	42	27,619
New Yorker	60	25,951
American Weekly	9	18,145
Collier's	23	16,046
Literary Digest	32	14,671
Time	24	10,597
Life	10	4,399
Outlook	9	3,910

Churchman	6	2,934
Christian Herald	3	2,691
The Nation	5	2,205
Judge	5	2,158
New Republic	3	1,555
Argosy-All-Story	2	448

	Pages	Lines
April 28-30		
American Weekly	6	12,364
Time	11	5,095

	Pages	Lines
Totals for April		
Saturday Evening Post.	518	352,008
New Yorker	262	112,423
Liberty	165	106,128
American Weekly	50	96,293
Literary Digest	160	73,511
Collier's	94	64,127
Time	108	46,438
Forbes (Semi-Mo.)	92	42,221
Life	65	27,860
Christian Herald	27	18,826
The Nation	39	16,958
Outlook	35	15,149
Churchman	25	10,640
Judge	21	8,891
Argosy-All-Story	21	5,180
New Republic	9	4,693

**RECAPITULATION OF ADVERTISING IN MONTHLY CLASSIFICATIONS**

	Pages	Lines
1. Vogue (2 issues)	.245	155,351
2. House & Garden	.190	120,618
3. Town & Country (2 is.)	.161	108,284
4. Country Life	.148	99,306
5. Ladies' Home Journal	.144	98,318
6. Good Housekeeping	.213	91,647
7. Harper's Bazar	.121	81,424
8. House Beautiful	.105	66,471
9. Vanity Fair	.104	66,083
1. Woman's Home Comp.	.94	64,293
11. Maclean's (2 Apr. is.)	.90	63,976
12. Arts & Decoration	.93	62,664
13. McCall's	.78	53,178
14. Delineator	.74	50,648
15. Can. Ho. & Gar. (Apr.)	.79	50,226
16. Nation's Business	.106	45,488
17. American	.103	44,198
18. Pictorial Review	.64	43,483
19. Sportsman	.62	39,184
20. Can. Ho. Jour. (Apr.)	.55	39,056
21. Garden & Home Bldr.	.62	38,197
22. Cosmopolitan	.84	38,004
23. West. Home Mo. (Apr.)	.51	37,109
24. Popular Mechanics	.148	33,152
25. Magazine of Business	.76	33,003

In the Magazine Summary for April, *The Literary Digest* should have been credited with 174 pages for its five March issues instead of 74 pages.

# IN FIRST PLACE



E·L·E·V·E·N  
out of the last Twelve Months  
**HARPERS  
MAGAZINE**

*One of the Quality Group*

has held the place of honor in the Printers' Ink Summary of standard size magazines in advertising lineage. With first place in volume of advertising lineage again in May as shown by the Summary in this issue it completes a year with a remarkable record.

The reason back of its leadership in volume of advertising lineage is a steadily growing circulation among the best American homes, due to a sound editorial policy that sensing the trend of the present day viewpoint has given it articles and stories that have caused it to find special favor among those who read the better type of magazines.

Advertisers generally have been prompt to recognize that Harpers Magazine now offers a vastly increased audience of higher type, well-to-do readers, wider in scope and more responsive than ever.

Buy on a rising market

Net paid Circulation guaranteed to average  
over 110,000—PLUS Liberal Bonus

## FOUR-YEAR RECORD OF MAY ADVERTISING

## GENERAL MAGAZINES

	1928 Lines	1927 Lines	1926 Lines	1925 Lines	Total Lines
Macleans (2 April issues) ..	63,976	68,264	53,858	59,689	245,787
American .....	44,198	53,861	51,573	51,925	201,557
Cosmopolitan .....	38,004	40,573	37,994	35,448	152,019
Red Book .....	28,594	33,980	31,436	26,370	120,380
True Story .....	29,195	26,133	24,712	20,016	100,056
Photoplay .....	23,428	23,396	26,452	25,260	98,536
Physical Culture .....	20,160	24,409	25,070	27,235	96,874
Harper's Magazine .....	25,396	24,890	23,651	19,120	93,057
Atlantic Monthly .....	23,085	25,989	22,671	20,973	92,718
World's Work .....	21,609	21,204	25,732	23,360	91,905
Review of Reviews .....	20,542	21,463	27,882	21,640	91,527
Better Homes & Gardens .....	32,141	22,772	19,477	13,255	87,645
American Boy .....	20,836	20,386	19,651	16,765	77,638
Scribner's .....	15,940	19,376	20,320	16,616	72,252
Boy's Life .....	16,516	17,950	17,646	15,340	67,452
Sunset .....	12,765	17,168	18,180	17,092	65,205
Motion Picture Magazine .....	17,904	15,280	15,677	14,285	63,146
St. Nicholas .....	*5,362	*2,798	*8,580	6,104	22,844
Munsey's .....	4,001	3,976	5,342	4,704	18,023
Everybody's .....	2,665	2,673	4,197	4,648	14,183
Century .....	1,288	1,848	3,360	6,104	12,600

\*New Size.

	467,605	488,389	483,461	445,949	1,885,404
WOMEN'S MAGAZINES					
Vogue (2 issues) .....	155,351	147,924	146,080	131,042	580,397
Ladies' Home Journal .....	98,318	103,888	103,866	93,486	399,558
Good Housekeeping .....	91,647	84,262	85,715	80,004	341,628
Harper's Bazar .....	81,424	76,419	75,446	63,374	296,663
Woman's Home Companion .....	64,293	63,544	68,265	61,768	257,870
McCall's .....	53,178	49,374	39,016	34,717	176,285
Pictorial Review .....	43,483	44,753	41,359	44,628	174,223
Delineator .....	†50,648	134,633	32,515	33,757	151,553
Modern Priscilla .....	18,506	20,910	20,570	14,870	74,856
Woman's World .....	15,490	14,560	15,527	16,209	61,786
People's Home Journal .....	10,309	14,260	12,580	14,603	51,752
People's Popular Monthly .....	*12,535	*8,700	*9,176	9,587	39,998
Needlecraft .....	10,030	9,180	6,857	9,138	35,205

705,212      672,407      656,972      607,183      2,641,774

†Designer combined with Delineator.

\*New Size.

	CLASS MAGAZINES				
House & Garden .....	120,618	126,073	117,521	101,347	465,559
Town & Country (2 issues) .....	108,284	116,656	108,417	101,799	435,156
Country Life .....	99,306	118,580	117,146	89,123	424,155
House Beautiful .....	66,471	65,140	70,001	56,545	258,157
Vanity Fair .....	66,083	60,814	61,254	53,727	241,878
Arts & Decoration .....	62,622	57,320	46,930	31,164	198,036
Nation's Business .....	*45,488	36,239	31,482	28,638	141,847
Garden & Home Builder .....	38,197	36,304	32,702	26,505	133,708
Field & Stream .....	30,745	32,032	34,749	33,494	131,020
Popular Mechanics .....	33,152	32,256	33,724	31,808	130,940
†Magazine of Business .....	33,003	33,319	32,025	29,551	127,898
Popular Science Monthly .....	26,035	24,523	24,643	24,017	99,218
Theatre .....	20,066	15,903	19,518	30,920	86,407
International Studio .....	18,026	20,994	21,859	16,278	77,157
Outdoor Life & Recreation .....	21,032	19,229	18,436	17,019	75,716
National Sportsman .....	17,141	13,292	11,775	11,944	54,152
Science & Invention .....	12,600	10,094	12,273	11,414	46,381
Scientific American .....	9,211	9,758	12,538	14,699	46,206
Forest & Stream .....	8,189	7,419	10,452	6,774	32,834

\*New Size.

†Formerly System.

	WEEKLIES (4 April Issues)				
Saturday Evening Post .....	352,008	\$445,045	368,189	377,062	1,542,304
New Yorker .....	112,423	\$151,029	54,868	13,250	331,570
Literary Digest .....	73,511	\$90,001	84,204	75,590	323,306
American Weekly .....	\$96,293	61,301	34,268	43,015	234,877
Collier's .....	64,127	\$64,768	48,696	41,317	218,908
Forbes (2 issues) .....	42,221	38,600	37,248	28,393	146,462
Life .....	27,860	25,822	\$32,709	\$25,929	112,320
Outlook .....	15,149	16,106	20,731	\$26,045	78,031
Christian Herald .....	18,826	\$17,452	20,927	19,541	76,746

‡Five Issues.

Grand Total .....

802,418      910,124      701,840      650,142      3,064,524

Grand Total .....

2,811,504      2,906,865      2,659,718      2,420,040      10,798,127

## A JADE LUTE

In the soft Spring days,  
When the ducks are calling in all the ponds,  
My loved one and I  
Go down to the summer house.  
There we watch the mullet  
And young rice  
Growing like anything  
And we think of death and taxes  
And are sad.  
Kuomingtang.  
But soon, through the green poplars  
Comes Ah Gwan, the bearer of letters.  
He brings THE NEW YORKER  
And we read therein of lovely things to eat  
and wear  
And drink  
And we are glad.  
No tickee.

(*Chinese fragment from the poems of Hi Lo  
Translated by the Crew of Hook and Ladder  
Co. No. 6 Mamaroneck Fire Dept.*)

# The Little Schoolmaster's Classroom

**A**N article on the small stockholder that appeared in last week's issue of PRINTERS' INK, in the Schoolmaster's opinion, may rightfully be interpreted as foreshadowing a new development in the use of advertising. The great increase in the number of investors in American business enterprises is making it advisable for large businesses which have been publicly financed to advertise to investors as a class.

Proper use of advertising to that class has a double-barreled advantage. Products can be sold indirectly, in some instances, through such advertising, and at the same time the advertising can stabilize the prices of securities.

Such advertising, as it develops, must not for a minute lose track of this cardinal fact: Financial advertising, by publicly financed businesses to investors, must reflect honesty of management just as ably and as sincerely as successful product advertising reflects the integrity of the product.

The Schoolmaster wishes to point out that in the matter of making up its mind on the honesty of the management of a company, the public draws its conclusions from seemingly insignificant points. Perhaps that statement can best be explained in the light of a specific case.

From a number of persons the Schoolmaster has heard comments on various occasions on the honesty of the management of the Borden Company. Reasons for such reference to this company resolve themselves into this statement: "Borden gave us the right to subscribe to new shares of its stock. It sent us a notice of that news quite a while in advance. That single notice would be as far as most businesses would go. Borden, however, went further. About ten days before those rights expired the president wrote us another letter telling us to get busy and exercise our rights. He didn't have to write that letter. Another

thing about Borden that is different is that when we send in our proxies we get a letter from the president acknowledging them and thanking us for them."

This statement describes what may be said to be two seemingly insignificant actions by the Borden Company. To the company's stockholders they have proved to be of real importance for they have indicated to them honesty of purpose and a display of a sense of responsibility to the owners of the business.

\* \* \*

The Schoolmaster knows—to his sorrow—a numerous and growing group of people, each of whom has an interesting and unusual advertising story locked up inside of him. In some cases he has been trying, literally for years, to extricate one of these stories, but so far all his efforts have been unavailing. The worst of it is that the custodians are always so nice about it—so courteous and apologetic.

There is one of these willing promisers who has now heartened the Schoolmaster by allowing him to give the Class a preliminary "sniff" of one of these articles. It deals with the fascinating subject of titles, and their meaning—or total lack of meaning—to the advertiser, particularly the direct-mail advertiser, who so often has to address his hopeful screeds to an anonymous "Plant Engineer" or "Superintendent" or "Manager."

In the first place, corresponding positions in similar plants often carry quite different titles in different parts of the country. In a New England cotton mill, for instance, the man in charge of a certain job may be called the Superintendent. In a North Carolina mill the man doing precisely the same things and carrying the same authority and responsibility will be the "Overseer," and in the Middle West he is apt to be the "Manager."

But that is only a modest ex-



THE CHAMBER OF COMMERCE BUILDING, CINCINNATI  
L. J. Henkel, Manager      Tietig & Lee, Harry Hake, Associate Architects

## Making Buildings Pay

It is one thing to erect a building and another to construct it so that it can be operated at a profit. Both owners and architects have found that it is necessary to secure the advice of experienced building managers to produce a structure that will bring the maximum returns on the investment. That's the reason Capt. M. W. McIntyre and five other experienced building managers composed the building committee which selected materials and equipment for the above building. By reaching these important executives through their business paper, **BUILDINGS AND BUILDING MANAGEMENT**, you can influence them to recommend your product for office, loft and apartment buildings.



PORTER-LANGTRY CO., Publishers

Member A. B. C. 139 NORTH CLARK ST., CHICAGO Member A. B. P.  
Eastern Office: 100 East 42nd St., New York City

May 10, 1928

## First Contact

with prospective home builders enables the retail lumber dealer to control the sale of building material. You can talk to buyers for more than 10,000 lumber yards in the

**American Lumberman**  
CHICAGO  
Est. 1873 A. B. C.



## House Organs

Why not send a friendly house organ to your customers? It pays. Some of our users have been mailing out house organs every month for twenty years. Write for a copy of THE WILLIAM FEATHER MAGAZINE.

The William Feather Company  
607 Caxton Building : Cleveland, Ohio

## How He Won Them To Daring Copy

is told by EDWARD MOTT WOOLLEY in "WRITING FOR REAL MONEY," a book for advertisers and writers. His experience with many big concerns. Names and prices. \$1.50. Also "FREELANCING FOR FORTY MAGAZINES," an autobiography, \$3. E. M. Woolley Associates, Passaic Park, N. J.

**Mailing Lists**

Will help you increase sales

Send for FREE catalog giving counts and prices on classified names of your best prospective customers — National, State and Local Advertising, Professional, Business Concerns.

99% GUARANTEED by refund of 5¢ each

**ROSS-Gould Co.** 244 N. 10th St. St Louis

ample of the confusion and variation that may lead the advertiser astray. The man who some day may be induced to tell the entire story of his experience in this direction, once inserted a coupon in an advertisement aimed to appeal solely and directly to people actively interested in boiler operation. The coupon carried a line on which the man filling it out was requested to enter the title by which he should be addressed.

The harvest of that coupon was a list of 222 titles for the man who wanted some information about boiler operation badly enough to fill out and send in a coupon asking for it. It is understandable that some of the senders signed "President"; also that several signed "Janitor." But what does the Class make of these:

"Steward," "Librarian," "Cheese Maker," "Dairyman," "Cashier," "Postal Clerk," and last but by no means least, "Editor"?

All the Schoolmaster can say is that he knows some editors who certainly carry a full head of steam.

\* \* \*

The Schoolmaster, who usually gets more real enjoyment out of reading book catalogs than he does out of reading books, recently received a catalog that merits mention in the Classroom.

The catalog has a title; not "Old and Rare Books. J. Smith," or even "Spring List from the Office of J. Smith," but a much more bookish title, "Shelfward Ho!" It also has a preface written by another inveterate reader of book catalogs, Christopher Morley.

Most notable, however, is that it is a co-operative venture on the part of thirteen publishers, each a university press. The presses represented are from the following universities: California, Chicago, Clark, Columbia, Duke, Harvard, New York, North Carolina, Oxford, Pennsylvania, Princeton, Stanford and Yale. Each press has listed five books and the books are classified under the general headings of art, biography, law, political science, psychology, etc.

According to the *Publishers' Weekly*, 12,500 copies of the catalog have been printed. Each press

*To provide an even better service to Advertisers and Advertising Agencies, the National Broadcasting Company takes pleasure in*

## **Announcing The National Broadcasting and Concert Bureau**

*Simultaneously, this is  
to announce the appoint-  
ment of George Engles  
as Managing Director  
of this Bureau.*



**T**HE National Broadcasting and Concert Bureau will represent, through contractual relations; the famous musicians, singers, speakers, orchestras and others who broadcast and appear in public.

For many years pre-eminent in the field of Concert Management, Mr. Engles has represented The New York Symphony Orchestra and such outstanding artists as Paderewski, Schumann-Heink, Marion Talley, Heifetz, Emilio de Gogorza, Paul Kochanski, Elena Gerhardt, Ignaz Friedman, George Barrere and his Little Symphony Orchestra.

Mr. Engles will devote his time exclusively to creating a roster of talent of the highest rank for clients of the National Broadcasting Company.

**NATIONAL BROADCASTING COMPANY, INC.**

NEW YORK      CHICAGO      WASHINGTON  
SAN FRANCISCO

# NOT ALARMING But Reminding



**The Secretary Clock**

Now you cannot forget! A gentle buzz reminds you at any predetermined time of anything you want brought to your attention. The clock may be set to buzz at intervals of 15 minutes—as often as you like—thus, automatically, taking care of your most varied appointments or engagements every day. It is not only a convenience, but a real necessity in every well-ordered office. A handsome, fully-guaranteed time-piece with 12-day movement, rich Mahogany finish.

**AGENTS WANTED**—This amazing  
{- almost human invention - absolutely  
new, nothing like it in the world, is  
proving a tremendous seller. Dem-  
onstration will average you \$5.00 an  
hour. Write or wire for terms TODAY

**THE C. L. SERVICE CO.**  
Edwards Bldg. Cincinnati, Ohio

## I know where to advertise...and how

Trade Paper to Direct Mail . . . Survey to Proof

Educated, 9 years advertising and merchandising with representative firms, well rounded business training, accustomed to assuming responsibility. Moderate initial salary, with an opportunity and where outstanding ability and dependability will bring recognition with high-grade agency or manufacturer. Prefer Philadelphia; will go anywhere.

Address "G," Box 28, care of Printers' Ink.

## Notice to Publishers

Representative with 10 years' trade paper soliciting experience seeks connection with Chicago, Detroit or Cleveland headquarters, representing one or more top-notch papers. A-1 credentials as to ability, character, etc. Exceptional new business closer. 33 years old, married. Salary or drawing account, \$6,000. Available June 1st. Address "E," Box 168, P. I.

is sending 500 copies to book buyers selected from its list. The catalog goes, also, to leading bookstores, public libraries, literary reviewers and persons known to be interested in the general problems of books among whom, he presumes, is included the Schoolmaster. Six detachable order forms are inserted and these can be sent either to the press publishing the book in which a reader is interested or to a local bookstore.

In closing his preface Mr. Morley says: "Those who manage university presses lead the happiest lives, I imagine, for they are little hampered by mean consideration. Better than most they play their share in the long work of collating human knowledge and human surmise. The books they issue were written, edited, printed, bound, with small thought for anything but honest human wit. Now, perhaps, more clearly than before these presses have felt that it is also part of their job to try to let more people hear about the things they have to offer. Their books push off from the wharf and cry Shelfward Ho!"

The Schoolmaster echoes Mr. Morley's thought and trusts that this co-operative advertising experiment will prove so successful that succeeding volumes will continue to gladden the Schoolmaster's eyes and tug enticingly at his pedagogically slender pocketbook.

\* \* \*

The Schoolmaster was glad to hear someone speak up in behalf of horses in PRINTERS' INK last week. We have all become so accustomed to seeing and using mechanical transportation equipment that we fail to see the horses that are all around us.

The Schoolmaster, for example, has long believed that the hitching post is a thing of the past. Surely nobody ever drives to town nowadays when an automobile can get there in no time! Evidently, however, the Schoolmaster has been out of touch with the farm transportation problem, for he recently found this on the editorial page of the *Prairie Farmer*: "Thirty-eight Sangamon county, Illinois, farmers have petitioned the Cham-

## SELLING for RESALE and CONTROLLING PRODUCTION

*Manufacturers  
to-day realize  
that to get re-  
sults they must  
sell direct to  
the retailer.*

ADDRESS "Y"  
Box 163,  
PRINTERS' INK

THE writer of this advertisement thoroughly understands how to increase sales and control production so as to meet the demands of the buyer who buys to make turnover. Selling for resale goes hand in hand with a control of production and if your business needs forceful management the writer will be available soon.

## Wanted—A Salesman of Good Printing

The man who associates with us will be an advanced salesman with a comprehensive knowledge of good printing, paper and type. He will have a following among buyers of good printing based on his understanding of, and co-operation in working out their problems. The New York City company interested in this man is of definitely recognized standing—geared to produce fine printing—and seeking an association only with the permanent type of salesman. Address in detail and in confidence.

X Y Z, Box 22, Printers' Ink

## WANTED

### *A Sales Connection in New York City*

Well-established Printing House in Western New York producing excellent Direct-Mail folders, catalogs, etc., wants to enter the New York market. Advertising Agency will find our organization and product a valuable asset. Mutual Advantages to be gained.

Address "C" Box 167, P. I.

## Wanted—Accountant with Agency Experience

A leading advertising agency wishes to engage an accountant with agency experience to supervise and direct accounting, billing and checking departments. Familiarity with agency methods and experience in managing a clerical force is of the first importance. Address "Z," Box 164, Printers' Ink.

## Asst. Sales Manager Seeks Better Opportunity

† Some manufacturer seeking more business, either thru market expansion or improved sales methods can use this man.  
† He has had seven years' experience merchandising candy, toilet articles, and soap for nationally known manufacturers.  
† He is an unusual "idea man" with sound sales promotion plans . . . knows advertising, and has created some outstanding sales contests.  
† Age 31, married, and a college graduate. His present "boss" will recommend him. Address "A," Box 165, Printers' Ink.

## WANTED

Back Copies of Standard Rate & Data Service  
Will purchase bound or loose copies of Standard Rate & Data Service as far back as January, 1922, issue. Prefer obtaining all issues from one source, but will patronize several, if necessary, in order to secure complete file. Write, stating which issues can supply and price each or entire lot. Address "Q," Box 156, P. I.

ber of Commerce of Springfield to provide a place to tie horses somewhere in the downtown section. Old Dobbin isn't obsolete yet."

The Schoolmaster wonders whether the request was granted and if so where they got the hitching posts. They probably had to be made to order. It is hard to believe that there ever was a "hitching post industry," which had to determine whether it should turn its attention to the production of antique furniture or baseball bats, after its old market disappeared.

\* \* \*

It seems that in Graustark—many years before the coming of the beautiful Beverly—the reigning Prince, Danillo II, decided upon a campaign of aggression against a neighboring State. With the well-known Graustarkian optimism he set for himself great objectives and at a meeting of the War Council (the ancient Graustarkian board of directors) the armchair warriors decided that the campaign should be carried forward vigorously.

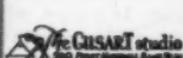
The army was sent into the field. It enjoyed a number of minor successes, but owing to the rigors of an unusually late summer and to other circumstances quite beyond the control of General Obstoff, the commander, the objectives set by Prince Danillo and his War Council were only partially attained.

Whereupon the Prince and the War Council became, as the saying went in those days, sore wroth. They exiled General Obstoff, discharged half the army in disgrace, cut down on the supplies of the rest of the army and sat back to await news of still greater victories. This, of course, was very, very silly.

It seems that a year or so ago the board of directors of a well-

## Photo-Retouching

Modern  
or highly  
technical



TELEGRAMS: BARNETT 7222

NEW YORK SERVICE

known manufacturing company decided upon an extended advertising campaign which was to attain great profits. The campaign commenced but unusual conditions arose which made hard sledding for every company in the industry. Most of the companies showed actual losses. A few of them showed some gains. Among these was the company which had conducted the advertising campaign.

When the board of directors met the other day there was much pounding of fists upon tables and a general air of disappointment. After some deliberation the directors decided to dismiss the advertising agent, discharge several salesmen, and cut down the appropriation materially—not to mention that prices were slashed to the quick. They are now sitting back to await the news of newer and greater profits.

As the Schoolmaster pointed out, the Graustarkians were a very, very silly people.

### Don E. Mowry Heads New Business

Don E. Mowry and Associates, assisting consultants on community advertising campaigns, is the name of a business started at Madison, Wis. Mr. Mowry was recently general secretary of the Madison, Wis., Association of Commerce and has long been active in community advertising work.

### Technical Advertisers to Hold Golf Tournament

The Technical Publicity Association, Inc., New York, will hold its third annual golf tournament on May 15 at the White Beeches Golf Club, Haworth, N. J. Louis J. Galbreath, of Richard & Company, has charge of the entries.

## A MAN TO DIRECT YOUR ADVERTISING

Prominent national manufacturers have employed him. Recognized advertising agencies and publishers have profited by his services. His advertising ideas and sales promotion plans have widened present markets and developed new sales outlets in many fields. After May 15th his services will be available to you. If your advertising needs new thought, if you want a better and bigger selling idea, this man can help you. Age 33, married, college educated. You will find it profitable to talk with him. Write Box 56, South Orange, N. J.

## ADVERTISING

A few exclusive States' rights are available for sale of space, etc., in projected AMERICAN SUPPLEMENT to leading Trade Register and Purchasing Guide published abroad and already including 300,000 Manufacturers, Importers, etc. overseas.

The AMERICAN SUPPLEMENT is a new departure which will automatically open up to American concerns through sales to publishers' present Subscribers in Europe, Asia, Africa, Australasia, etc. a ready-made market erected by 65 years of intensive operation.

Only live-wire representatives with sufficient financial standing to take over territory complete on guaranty basis considered.

Address "X," Box 162, care of Printers' Ink.

## Executive Seeking a larger opportunity

Now employed as General Manager. Broad background—16 years in Advertising, Sales, Editorial, Publicity, Promotion, Organization. Aggressive American, age 38, high credentials. "All-around" or will "specialize." Available one week's notice. Reasonable. Address "U," Box 159, P. I.

## Multigraph Ribbons Re-inked



Send 3 Ribbons  
to be Re-inked  
at our expense

process costs only \$6.00 a dozen. Try it. A trial order will convince you that it is the best Re-Inking you can buy.

**W. Scott Ingram, Inc.**  
57 Murray St., New York City

## "GIBBONS knows CANADA"

J. J. GIBBONS Limited, Advertising Agents.

Toronto.....Montreal.....Winnipeg.....Vancouver.....Hamilton.....London, Eng.
---

New York Office 2132 Grainger Bldg. Thomas L. Britts Manager for United States

## Classified Advertisements

Classified advertisements in "PRINTERS' INK" cost seventy-five cents a line for each insertion. No order accepted for less than three dollars and seventy-five cents. Cash must accompany order.

First Forms Close Friday Noon; Final Closing Saturday

### BUSINESS OPPORTUNITIES

**Trade Journal**—25% interest available in established monthly to each of two seasoned advertising men. Price, \$7,500 cash. Harris-Dibble Co., 11 West 42nd St., New York City.

### PARTNER WANTED

by New York Agency. Young, successful, doing \$125,000 business, seeks man with successful clientele of his own. No capital required. Box 504, P. I.

**Leading paper** in field allied to construction considering the appointment of good, live, experienced space representatives. If you are experienced in construction field and are in a position to effectively handle growing proposition, write Box 503, P. I.

### HELP WANTED

Nationally known concern wants Sales Manager experienced in Food Products. State age, education, experience, and present salary. P. O. Drawer 1160, Columbus, Ga.

**Newspaper advertising salesman** who speaks Spanish fluently wanted. Must have excellent record, experience metropolitan daily and knowledge promotion work. Joshua B. Powers, 250 Park Ave.

**AIRPORTS, A NEW INDUSTRIAL MONTHLY**, requires Middle-Western advertising solicitor on straight-commission basis. Airports, Flushing, L. I., New York.

**Advertising Art Salesman**—whole time, or Lithograph Salesman side-line; best opportunity, New York; profitable, permanent connection right person; satisfactory commission arrangement. Box 506, P. I.

### RETOUCHER

Agency in New York City has position or space arrangement. Plenty of work for good, conscientious man. Box 487, Printers' Ink.

### COPY WRITER AND STYLIST

Splendid opportunity for a young woman copy writer with agency experience. Must have a style sense as well as know home economics. Must handle details and do field research on accounts when necessary. Fast growing, fully recognized New York Agency with many national accounts—textile, apparel, toilet goods and foods. Write fully about experience, present occupation, earnings and salary wanted. Box 495, Printers' Ink.

**WE NEED A THIRD GOOD ARTIST** who is able and willing to do every class of commercial work. Send samples. State salary. Bennett-Williams Co., High Point, N. C.

### FREE-LANCE ARTIST

Prominent business paper seeks versatile man or organization to handle art work on part-time basis; preferably near Madison Square. Write for appointment. Box 496, Printers' Ink.

**WANTED**—Careful and painstaking young woman with some knowledge of mechanical drawing to assist in art department, tracing, scaling, measuring, etc. Good opportunity for advancement to a really capable person. Give full details of age, education, experience, and salary. Box 493, Printers' Ink.

**Agents Wanted to Sell Rulscale**—New invention, layout ruler and type chart combined. Needed by all advertising men and women. Estimates copy in both headline and body type. A sure seller. Easy to make \$75, \$100 a week. Send \$1 for sample and selling plan. Rulscale Company, 391 Brandeis Theatre Bldg., Omaha, Nebr.

**WANTED**—A man (or woman, perhaps) of strong personality as an advertising solicitor. Excellent opportunity to head the department and obtain interest in the magazine. Publication a weekly of unusual merit in the social class field. Must first show his ability to get business on a commission basis. The right person can earn from \$12,000 upwards per year. Box 488, Printers' Ink.

**ADVERTISING MANAGERS**, purchasing agents, publishers' representatives and advertising solicitors or salesmen in the vicinity of New York who desire to increase their earnings or work towards a more lucrative position with an advertising service company, will find our proposition of interest. No effort or time required or conflict with present work. Give full details of present work. Suite 346, 1 Madison Ave.

### ADVERTISING COPY WRITERS

Large agency can use the part-time services of two experienced men with ability to combine originality with conservatism, in the preparation of interesting financial and investment copy. This connection offers attractive future possibilities to men meeting our requirements. Essentials are writing ability, sales sense and an understanding of investment principles and practice. State experience, present connection and telephone number. Box 502, Printers' Ink.

**WANTED**—Advertising Art Salesman on commission. Fine opportunity for man with creative ideas. Write promptly. Box 490, P. I.

#### LAYOUT MAN

Large up-state printing plant with well established creative department, wants layout man, typographer and direct mail specialist who can originate and help sell direct mail campaigns and sales promotion ideas for manufacturers and other business concerns. Successful experience and business ability required. Position offers splendid opportunity to ambitious man who wants real future outside New York City. Write, giving age, experience, salary expected, and other particulars, which will be treated confidentially. Box 485, Printers' Ink.

#### MISCELLANEOUS

**Advertising Men and Women**—Use this indispensable aid to quick, accurate layout work. Rulscale, new invention, layout ruler and type chart combined. Estimates both headline and body type, a dependable time-saver. Send \$1 today. Rulscale Company, 390 Brandeis Theatre Bldg., Omaha, Nebr.

#### POSITIONS WANTED

I know production and am advertising-minded. University trained, 25, eager to be of genuine service to agency or advertiser. Opportunity more important than salary. Box 501, Printers' Ink.

Young man, 24, seven years' experience, wishes position as assistant to Art Director of advertising agency. Box 489, P. I.

**Editor-Author** with experience on monthly magazine, all phases of work, newspaper and publicity experience, college degrees (B.A., M.A.), speaking Italian, German, French, desires connection. Box 509, P. I.

## Adv. Writer

Wide experience as N. Y. agency copy chief and adv. manager. Box 499, P. I.

**Advertising Manager**—now employed—desires new connection with Chicago manufacturer. Excellent 5-year record with national advertiser in buying and handling department. Young; married; University Education. Box 486, P. I.

**Secretary**—Cultured young woman, college trained, 8 years' experience in advertising and printing; competent, efficient, initiative; expert stenographer; accustomed to charge of correspondence and full secretarial duties; good appearance and personality; desires position with finer type of house in New York City. Box 498, P. I.

#### PRODUCTION MANAGER AND ART DIRECTOR

Over ten years' experience. Assume full authority. Can also write copy. Box 507, Printers' Ink.

**ADVERTISING-SALES PROMOTION**  
Fifteen years' agency, trade paper, direct mail and departmental experience; wants new connections. Well recommended. Box 508, Printers' Ink.

#### ARTIST

Letterer, designer, all-around. Wishes position or proposition on free-lance basis with reliable press, litho agency. Box 505, Printers' Ink.

**PRESSROOM SUPERINTENDENT**  
20 years' experience, large shop. Expert on Process Color and Halftone. Knows imposition, layout and color-mixing thoroughly. Can get results. In or out of town. At liberty now. Box 500, P. I.

## Opportunity To Make Good

with a reliable advertising agency by a young man who is at present studying advertising and is willing to work on a moderate salary to gain experience.

R. MELVILLE WAYMAN  
First St., Bayside, L. I., N. Y.

**COLLEGE WOMAN** who studied, not played at school, to relieve executive of details and accept responsibility for same; editor of college magazine; four years art study; proofreader; sincere, accurate stenographer; avocation, writing; lucid style. Initial salary no objective. Box 494, Printers' Ink, Chicago Office.

**EASY MINDED VACATIONS**—An experienced direct-mail man, now attending college, will bat for advertising vacationers from June 1 to September 15. He can conscientiously handle copy, editorial work, catalogs, plans, and printing and office details and will work for a salary far below his true worth in a permanent connection. References and samples. Box 492, Printers' Ink.

## An Advertising Man Wants a Job—

with greater possibilities than his present one; trained with national advertisers—hardware, electrical and automotive industry; at present identified with well-recognized agency; can offer an abundance of substantial experience in planning, marketing, merchandising, direct mail and dealer sales promotion gathered over a period of fourteen years. American, thirty-five, married, family.

M. WATKINS 15527 Quincy, Detroit

## CAUTION

Applicants for positions advertised in PRINTERS' INK are urged to use the utmost care in wrapping and fastening any samples of work addressed to us for forwarding. We are frequently in receipt of large packages, burst open, in a condition that undoubtedly occasions the loss of valuable pieces of printed matter, copy, drawings, etc. Advertisers receiving quantities of samples from numerous applicants, are also urged to exercise every possible care in handling and returning promptly all samples entrusted to them.

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**The ADVERTISING of  
Society Brand Clothes**

**T**HE first clothing advertising which ever attempted to give authentic and useful information about clothes—how to choose them—how to wear them. No wonder it has been gratefully received!

The Society Brand campaign departs from almost all the established canons of clothing advertising. It concerns itself far less with praising the Society Brand product than with telling men the things they don't know and ought to know about clothes.

It is based on the premise that the average man of today knows less about clothes than about anything else he buys. He is eager to learn more.

Naturally, this sort of adver-



**IT'S THE CUT OF YOUR CLOTHES THAT COUNTS**

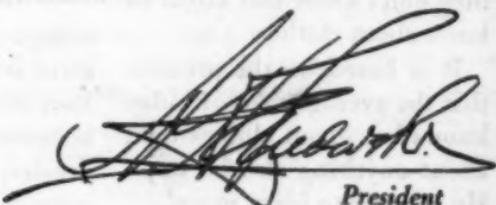
tising is read. It performs a definite service for the reader. Men are responding to it. And, because of the confidence it creates, it is proving to be the strongest kind of selling argument for Society Brand Clothes.

**The JOHN H. DUNHAM Company  
ADVERTISING**  
TRIBUNE TOWER CHICAGO

May 10, 1928



*"Our past experience has convinced us beyond a doubt that a consistent full page campaign in The Chicago Tribune is essential to the maximum development of our sales volume. Our use of The Tribune will be greater than ever."*



President

Holland Furnace Company,  
Holland, Mich.

THE TRIBUNE during 1927 carried far more "Heating and Plumbing Supplies" lineage than all other Chicago papers combined. The Tribune led the second newspaper in this classification by almost 200,000 lines.

## Chicago Tribune

THE WORLD'S GREATEST NEWSPAPER

April circulation 825,649 daily; 1,131,675 Sunday

